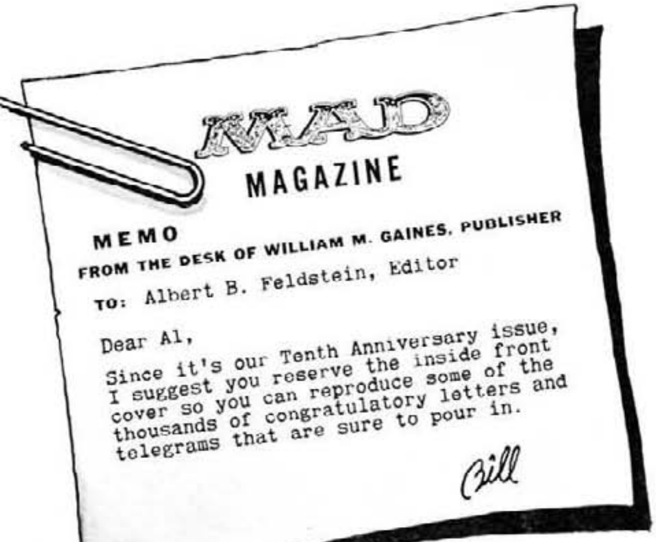
July, '62
No. 72

MAD

OUR PRICE 25¢ CHEAP



SPECIAL 10TH ANNI-VER-SARY ISSUE



MAD
MAGAZINE

MEMO
FROM THE DESK OF WILLIAM M. GAINES, PUBLISHER

TO: Albert B. Feldstein, Editor

Dear Al,

Since it's our Tenth Anniversary issue, I suggest you reserve the inside front cover so you can reproduce some of the thousands of congratulatory letters and telegrams that are sure to pour in.

Bill

NUMBER 72 JULY 1962

MAD

"The trouble with trying to 'get away from it all' these days is that most of it is portable!"—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner
EDITORIAL ASSOCIATES: Jerry De Fuccio, Nick Meglin
LAWSUITS: Martin J. Scheiman **PUBLICITY:** Larry Gore, Richard Bernstein
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli, Anthony Giordano
CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

DEPARTMENTS

MAD — July, 1962 Vol. 1, Number 72, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 850 Third Avenue, New York 22, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Allow 6 weeks for change of address to become effective.
Printed in U.S.A.

VITAL FEATURES


Saluting those brave men who leave the White House black-and-blue each day—from guarding our secret weapon—CarolineKennedy.


MAD presents a new twist on an old theme—Chubby Checker's wallet—showing what it is like to live on the "fad" of the land.


21 great gag writers . . . wrote 20 wonderful jokes! The guy who couldn't come up with one created this article for **MAD** instead.


MAD looks at the clever tricks used by charities so you'll be touched by their appeal, and so they can put the touch on you!


MAD shows how it'd be if a few comic strip heroes were forced to act their age—mainly they'd be using the editorial wheeze.

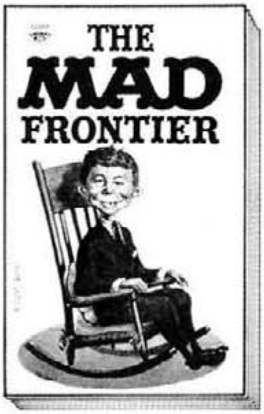

Future prison movies will reflect changes in penal methods. Now, "He's doing a stretch!" means "He's signed for Ballet Class!"


Next time they tell you that you eat like a pig, show 'em this article in which pigs complain their piglets eat like humans.


With this manual, you can improve TV reception—by blowing the set to pieces. And the way TV is today—that'd be an improvement!

"GO JEST, YOUNG MAN!"

JOIN...



THE MOVEMENT GUARANTEED TO TURN YOUR MIND INTO A WILDERNESS!

This latest paperback collection of articles from past issues has inspired such slogans as:

"ASK NOT WHAT MAD CAN DO FOR AMERICA —ASK WHAT AMERICA CAN DO ABOUT MAD!"

ON SALE NOW

Or yours by Mail for **40¢**!

- - - - - (use coupon or duplicate) - - - - -

MAD POCKET DEPARTMENT

850 Third Avenue, New York 22, N.Y.

PLEASE SEND ME: ☐ THE MAD FRONTIER

Also please send me:	I enclose:
☐ The **MAD** Reader	☐ 40¢ for 1
☐ **MAD** Strikes Back	☐ 75¢ for 2
☐ Inside **MAD**	☐ $1.05 for 3
☐ Utterly **MAD**	☐ $1.40 for 4
☐ The Brothers **MAD**	☐ $1.75 for 5
☐ The Bedside **MAD**	☐ $2.10 for 6
☐ Son Of **MAD**	☐ $2.45 for 7
☐ The Organization **MAD**	☐ $2.80 for 8
☐ Like **MAD**	☐ $3.15 for 9
☐ The Ides Of **MAD**	☐ $3.50 for 10
☐ Fighting **MAD**	☐ $3.85 for 11
and if you're really loaded	☐ $4.20 for 12

☐ **DON MARTIN** Steps Out ☐ **$.50**

NAME____________________

ADDRESS____________________

CITY________________ **ZONE**______

STATE____________________

On orders outside U. S. A. add 10% extra.

ABSOLUTELY FREE!



Yep, with every order for a full-color portrait of Alfred E. Neuman, MAD's "What—Me Worry?" kid, we will send our sincere **THANKS**—absolutely free! Don't laugh! Next month we'll be charging for that, too! Mail 25¢ per order to: **MAD**, Dept. "What—Color?" 850 Third Avenue, New York 22, N.Y.

LETTERS DEPT.



BOMB LETTER

I have watched it for years now, and I just can't figure why the bomb in your mailbox doesn't go off.

Glenn Harder
Glen Ellyn, Ill.

Because it's a dud—like some letters we get! F'rinstance this one!—Ed.

KEEPING A GREAT TRADITION

As a satisfied MAD reader since 1956, I wish to compliment you. Too many people fail to realize the concept of freedom that underlies MAD. When your articles deal with politics or other subjects, they are both humorous and thought-provoking. The right of free speech, the freedom to criticize is essential to a Democracy. MAD is in keeping with this tradition.

S. I. Layme
Washington, D. C.

MORE EFFICIENT SNOW REMOVAL

In issue #70, in the article entitled "More Efficient Snow Removal," you had all the dump trucks standing side-by-side facing us. In the next picture, you had all the trucks filled with snow and going back in the opposite direction. How in heck can all those trucks placed so close together possibly turn around and go back the other way?

Kenneth Hall
Detroit, Mich.

The problem will be solved in a follow-up article entitled "More Efficient Dump-Truck Removal"—next winter.—Ed.

Great solution, but where do you dump the snow? And don't give me a wisecrack answer!

Richard Hursh
Chelmsford, Mass.

Then don't ask a wisecrack question!—Ed.

ALFRED ON TV

Recently, your boy, Alfred E. Neuman, made a "guest appearance" on the "Bullwinkle Show." Now I know what Newton Minow meant by TV being a "vast wasteland"!

Dave Felcher
Bronx, N. Y.

SOMETHING IS ROTTEN IN DENMARK

I just want to tell you that here in Denmark, we are great MAD fans, too. I think MAD is the funniest magazine in the world.

Aage Mikael Christensen
Odense, Denmark



Aage and other fans in Denmark may be glad to know that MAD is now published in Danish—joining our Swedish and British editions. MAD's Denmark edition is called "GAS"—whatever in heck that means in Danish!—Ed.

MAD IN JAPAN

When I found out that I was moving to Japan, I was OVERJOYED! Mainly because that meant I'd take a nice long vacation from your trash. But what happens? They're all reading it here, too! Do you have to corrupt the Japanese minds too?

Mary Richter
Yokohama, Japan

We didn't know we had a Japanese edition! Are you sure it isn't just a cheap imitation? —Ed.

WE'RE LOOKING FOR NEW HEAD-QUARTERS!



I enclose
$ ___ for:

☐ 5½" Bust(s) @ $2.00 ea.

☐ 3¾" Bust(s) @ $1.00 ea.

Check size(s) and enclose proper amount

That's right! Four quarters will get you a

BISQUE CHINA HEAD OF ALFRED E. NEUMAN

Eight quarters will get you a bigger head!

MAD BUST

850 Third Avenue, New York 22, N. Y.

NAME____________________

ADDRESS____________________

CITY________________ ZONE______

STATE____________________

(NO ORDERS SHIPPED OUTSIDE THE U.S.A.)

MARGINAL THINKING

I can't figure out why you insist on including your "Marginal Thinking Dept." in every issue. You never do any thinking, anyway. So why put it in at all?

Cliff Seelinger
Van Nuys, Calif.

We can't think of an answer!—Ed.

ARTHUR

I think your little odd plant named "Arthur" might become more famous than Alfred E. Neuman. How did you get on this "Arthur" kick, anyway?

Ronald Smith
Detroit, Mich.

Is "Arthur" a symbol of civilization? Mainly that it's gone to pot?

Leon Zeldis
Santiago, Chile

"Arthur" is a bloomin' idiot!

Gilbert Bolitho
Pottsville, Pa.

There are nine of us here who want "in" on the "Arthur" bit.

Chris M. Campbell
Lake Worth, Fla.



Okay, we'll let you in on the "Arthur" bit. "Arthur" is a real plant! It graces the window sill of MAD's Production Dept. It was grown from an avocado seed by our kookie Art Director, John Putnam (above). Hey, gang! How about starting a "Let's Grow An Arthur" movement! All you have to do is remove and dry an avocado seed, suspend it half-way in a glass of water till it sprouts roots and a leaf-shoot, then pot it!—Ed.

MAD SAMPLER

You guys are really sticklers for detail! Let me congratulate you for actually going out and having some lady make you a real sampler. Any other so-called humor magazine would have killed such a fine brainstorm by trying to simulate a sampler with flat art work. Keep up the painstaking authenticity and the great satire.

Lawrence Siebl
Bayonne, New Jersey

Thanks, Larry, but let's clear up one point! That was no lady—that was my Mother-In-Law!—Ed.

NO SPOT COMMERCIALS

How can you possibly sell your magazine to teenagers? It does not include the minimum of nine "clear up pimples and acne" advertisements per issue!

Janet Elfenbein
Freehold, N. J.

FIERY ACCLAIM

Your latest issue was, by far, the brightest! I want you to know that more than one voice rose in acclaim—as the last of its ashes flickered and died.

Steve Yelen
Meadville, Pa.

MATERNAL SNOW JOB

I think that MAD Magazine is real cool! Apparently, so does my mother! She *buried my latest issue in a snowdrift* behind the house!

Stan Shainbrown
Brooklyn, N. Y.

MAD CHECKLIST

Once again, we'd like to plug "THE COMPLETE MAD CHECKLIST," an extensive indexing of all past issues of MAD Magazine, including contents of each issue, cross-indexed by titles, artists, writers, and other furshlugginer information. This big fat 100 pages of idiocy is published by a devoted MAD fan and can be yours for $1.50 per copy from: Fred von Bernewitz, Dept. M-2, 12006 Remington Drive, Silver Spring, Maryland. Congratulations on a fantastic job, Fred! Too bad you can't sell any!—Ed.

Please address all correspondence to:
MAD, Dept. 72, 850 Third Avenue
New York 22, New York

Alfred's Poor ALMANAC

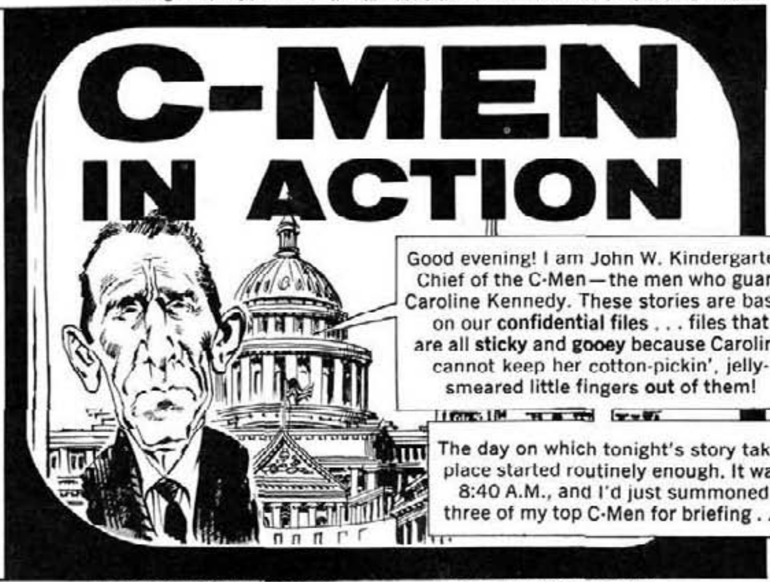
THURS 10	MAD goes on sale. Maris has 13 home runs, is 27 games ahead of Ruth's record pace.	FRI 11	Birthday of Ezra Flimm, who occupied highest U.S. Govt. post, namely cleaner of Washington Monument.
SAT 12	Hooray, hooray for the 12th of May! Chicken-Fat canning begins today!	SUN 13	Mother's Day; give Mom the greatest gift of all today—your absence!
MON 14	"A drowning man washed up on the beach is fit to be tide!"	TUES 15	Mickey Bitsko withdraws from 6 Day Bike Race when his mother objects to the people he's going around with.
WED 16	Chubby Checker accidentally speeds up home movies of Hawaiian Hula Dancers, invents the "Twist", 1957.	THURS 17	Jimmy Hoffa launches drive to organize Go-Cart drivers, 1961.
FRI 18	Mrs. Emma Verbly divorces husband, a Mink Breeder; says she got a bum wrap, 1949.	SAT 19	"A crazy Frenchman who keeps jumping in the river is often judged 'in Seine'!"
SUN 20	Castro grows beard so he can't be called a "bare-faced liar", 1956.	MON 21	Johann Sebastian Bach decides to go for Baroque, 1717.
TUES 22	Avoid today if you possibly can! TRASH	WED 23	Hulbert McIntosh first man to cross country on a shoestring. Says it beats the train, 1921.
THURS 24	Mars enters Aries, Venus enters Capricorn, and Sam Klotz enters Mayo Clinic for observation, 1951.	FRI 25	"A Marine sergeant who deserts his men is rotten to the Corps!"
SAT 26	Alfred E. Neuman devises his Law of Relativity. World demands that he divulge it, 1958. UNKLE + ANT = NEFEW	SUN 27	Alfred E. Neuman divulges his Law of Relativity. World demands that he explain it, 1958. BOSS + SON-IN-LAW = VICE PRES.
MON 28	Alfred E. Neuman explains his Law of Relativity. World demands that he forget it, 1958. NEFEW ÷ ANT + UNKLE = MEYHEM	TUES 29	French swordsman, Pierre LeDrec, saved by duel filter, 1823.
WED 30	Memorial Day; celebrated by parades, speeches, and a record number of traffic fatalities. RIP	THURS 31	"A man who jumps from the 10th floor should wear a light Fall Suit!"

WRITER: FRANK JACOBS

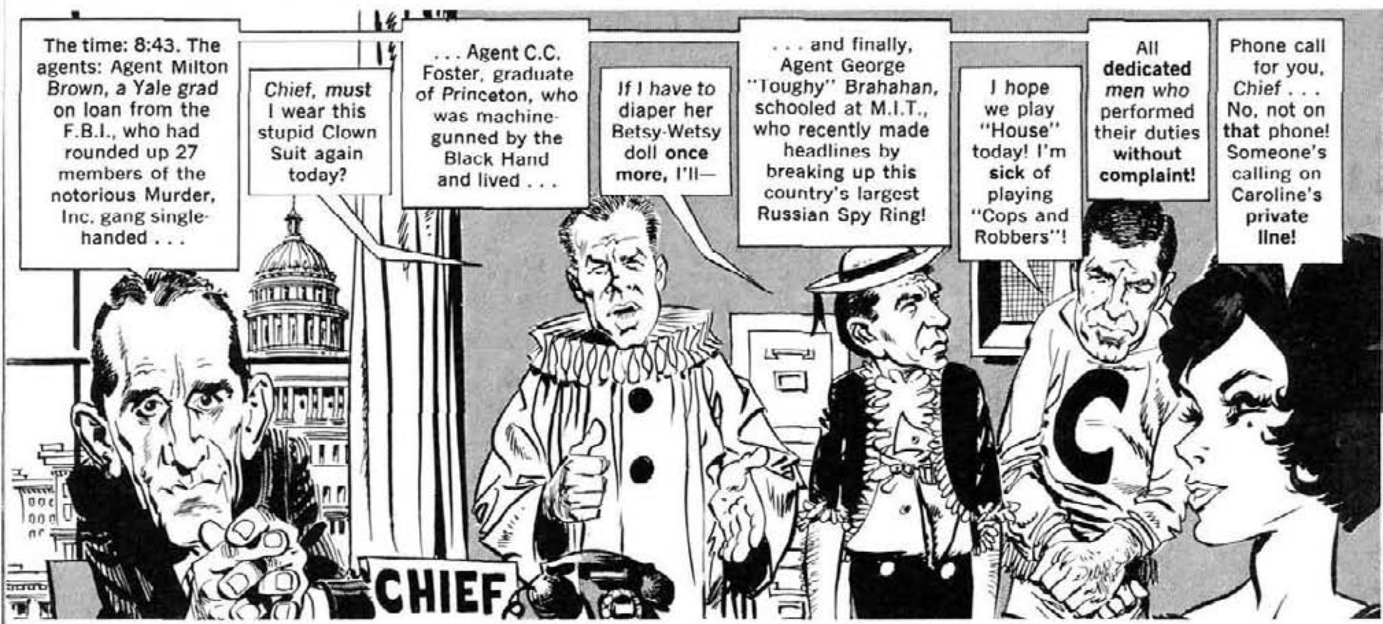
JUNE		FRI 1	2,322,000 brides will go to the altar this month. 1,567,894 of these will find the groom backed out.
SAT 2	Lion-Tamer, Wembley Burnside, quits job after discovering hidden claws in his contract, 1937.	SUN 3	"An egotistical man often ends up with 'I-strain'!" MYSELF
MON 4	85,000 Mississippi Boll Weevils apply to Dept. of Agriculture for parity, 1954.	TUES 5	Dickens finishes "David Copperfield"; returns it to London library 3 days overdue, 1851.
WED 6	MAD Magazine is refused the "Good Housekeeping Seal of Approval", 1956. NO	THURS 7	Anarchist plots bombing of Mt. Rushmore. Attempt nearly shatters all precedence, 1955.
FRI 8	"Students in the U.S.S.R. are judged solely by their Marx!"	SAT 9	Balloon-Maker, Malcom Fernfeather, cheers nationwide inflation, 1949.
SUN 10	Napoleon's undertaker gets check for short bier, 1821.	MON 11	Christmas Season begins in most Department Stores.
TUES 12	Marshal Plan fails in Dodge City when the only volunteer is shot, 1876.	WED 13	Donald Duck named "Field and Stream" Man of the Year, 1951.
THURS 14	Torquemada arrested for supplying answers to contestants in Spanish Inquisition, 1485.	FRI 15	After 20 years as brakeman on Rock Island Line, Harry Gribbish severs ties; causing 5-car derailment, 1928.
SAT 16	Khrushchev vetoes plan to send Bulgaria into orbit, since it's already a satellite, 1959.	SUN 17	Father's Day; give Dad the greatest gift of all today—Mom's absence! FIDO
MON 18	30,000 workers, protesting automation, strike against Richard M. Ogg, inventor of the wheel, 41,276 B.C.	TUES 19	Alabama tycoon Beauregard Muldoon trains pet possum to whistle "Dixie", 1933.
WED 20	Housewife Brenda Gutman presses suit against husband, burning him badly with iron, 1953.	THURS 21	First day of Summer in the U.S., first day of Winter in Australia, first day of Nothing on the Equator.
FRI 22	Longest day of the year, except in Alcatraz where nobody could care less.	SAT 23	At 4:17 today, Luther Ferquahr will turn his wife into a toad.
SUN 24	Great radio telescope at Jodrell Bank, England bounces signal off Yul Brynner, 1960.	MON 25	MAD goes off sale. Maris has 13 home runs, is 18 games behind Ruth's record pace.

INVISIBLE SHIELDS DEPT.

Government agencies such as the F.B.I., the Treasury Department and the C.I.A. have been glorified in books, movies, magazines, and on television as well as other disgusting media. But, alas, one government agency has received little if any acclaim. We therefore suggest that TV producers might do well to turn the spotlight on that agency about which there has never been a trite show, that branch of the Secret Service whose gallant members risk their lives daily guarding the President's daughter, Caroline. A TV show featuring those dauntless, death-defying men might go like this . . .



ARTIST: MORT DRUCKER WRITER: EARLE DOUD







...and when Caroline finishes brushing her teeth, then you two can brush yours! Okay?
I've just got to get in theyah to tousel my hair! Besides—you don't seem to understand! I'm her faather! You know—Peter Lawford's brother-in-law, Jackie's husband, and—what else? Oh, yes—President of the U.S.!
And some reporters are coming to interview me! They're from "POPULAR MECHANICS," the only magazine that hasn't done my life story yet!
We don't care WHO you are! We aren't taking any chances!
We HAVE to ride this way, Caroline! Because there may be a great big ugly splinter in this bannister, and we wouldn't want YOU to get stuck with it!
Gee whiz! Here it is 9:30 in the morning and nobody's taken my picture yet!
Work! Work! Work! I can't even find time to finish Chapter 3 of my White House memoirs!
YIIIPE!
But you don't understand, Caroline! I HAVE to taste your oatmeal first! It's my job!!
I could have sworn I heard ticking in there!
They just don't make high chairs like they used to!!
Deah! Caaroline just made a funny! She said the Elephant Burial Ground is whayah the Republicans go to die!
Adlai told me that was HIS joke!
I was supposed to go on with the narration and say something here, but I've forgotten what it was I was supposed to say! So I'll just give you the time...
The time: 10:22 A.M.
Boy, what I wouldn't give for an easy Waterfront Crime War assignment!
Relax, Milt! Things could be worse! We could be guarding America's No. 2 kid, Randy Paar!
I'll trade you three Waaalter Reuthers for a Jimmy Hoffa!
Hey, kid! You know anything about an anonymous threatening telephone call?
What's nonimuss mean?
This seems safe, Caroline! For YOU — not for me!
Have a heart, Caroline! Aren't 256 mud pies enough!?!
Only if you promise to trade me three John Dillingers for one Roger Touhey!



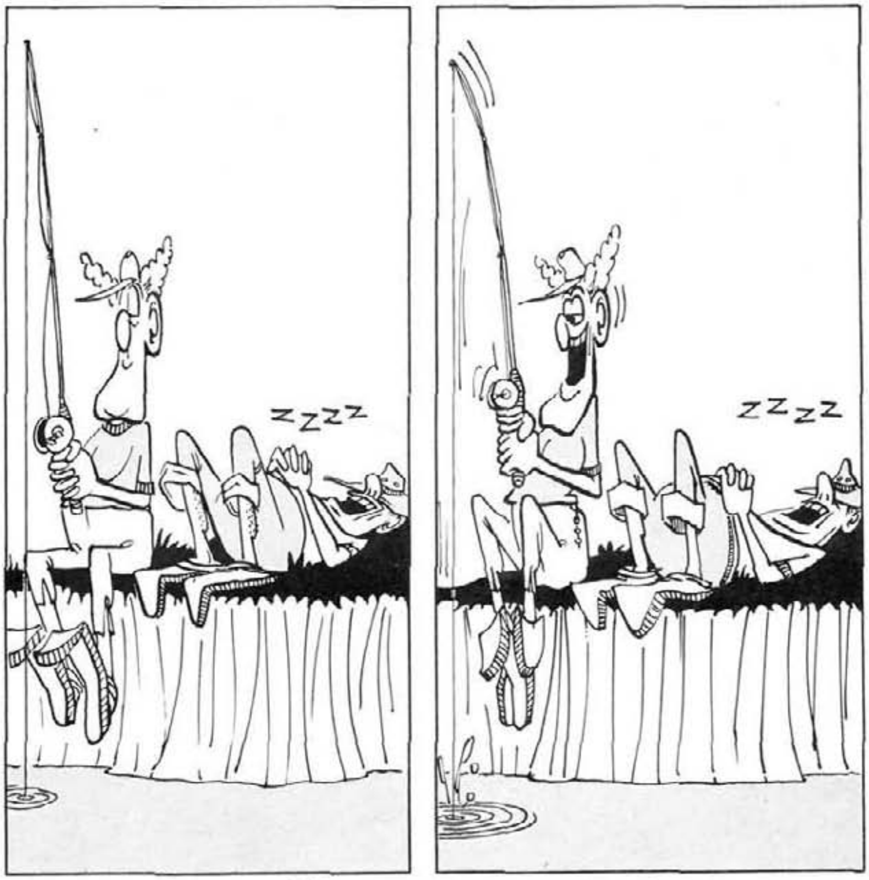
Something tells me I made a wrong turn somewhere!
. . . So I told Pater if we lower tariffs for the Soviet Union, we are only endangering the entire South African Alliance!
Quite so! If you agree to keep tariffs high, I'll see to it that my old man settles the Lend-Lease bit!
Aw, nuts! I probably bent the propeller on my beanie!
The time: 12 Noon. As yet, the mysterious phone caller had not been apprehended. I detailed my men to stick to their job! We couldn't take any chances! And mainly, I sure didn't want them hanging around this office in those ridiculous clothes!! It was time for Caroline's bath . . . and my men were right there . . . with her . . .
Up till last year, Daddy would only let me sail model PT boats in here!
Here I come — ready or not!! Putt-putt-putt-putt-putt-putt — putt . . .
Hey, You know anything about an anonymous threatening telephone call?
Where's Caroline? She was right here a minute ago?
You heard me the first time, Alice! I'll be late for dinner tonight! I have to play another game of "Jacks!"
So divorce me, Helen! I can't help it! Going to a movie doesn't pay our bills! "Leap Frog" does! Good-bye!!
The time: 4:59 P.M. As yet, the special agents assigned to the case had not uncovered Caroline's enemies. I instructed them in accordance with the Secret Service motto, to stay on the job and attend the Birthday Party, where I was sure they would find the guilty conspirators. Yes, we at the Secret Service work 'round the clock to get a job done! As for me, however, I went home! Because I'm a 9-to-5'er . . . and I'll be darned if I'm gonna give the government one extra second on this lousy salary they pay me . . . alary they pay me . . . alary they pay me . . . alary they pay —
THE BRAT PACK!! So you're the ones who wrecked Caroline's playground equipment, and are now trying to wreck her party! Why??
Simple, Clyde! She was gettin' too big for her rubber pants!! Ring-a-ding-ding!
Yeah, Pops! We figure if the Rat Pack was good enough for her Daddy-O, the Brat Pack was good enough for her! Right, Sammy Davis, Jr. Jr.?
Cool it, Manfred! Let's splitarooney before they dig the last gig we pulled. What say, Joey Jr.?
Son-of-a-son-of-a-gun!
Good show! I daresay this may come as a bit of a sticky wicket, but just chalk it up to one of my peccadillos! I'm sorry, old chaps, but it was I and Shirley MacLaine Jr. who turned you in to the gendarmes! We are, as you might say, brat finks!


You men have done a good job! I'm proud of our Secret Service boys. Caroline, it's time for bed. You can either go to sleep, or stay up to watch my State of the Union Address on TV!
Watch it?!? Are you kiddin'? I WROTE it!
What do you say we all have a piece of birthday cake?
Good idea! Only I'd better cut it! We can't have little Caroline playing with knives . . .
How do you like that! The cake was mined! So that's what the Brat Pack was talking about! They booby-trapped the cake!!
They didn't booby-trap the cake! I booby-trapped the cake!
You!?! Why did you ever do that??
'Cause I'm bored! Nothing exciting ever happens around here! You guys are real drags!!
I rounded up the Jules Carbona gang today! Had a 2-hour running gun battle with them! Killed them all!
Had a couple of murders down at the Waterfront today. I got shot about 50 times! Just a typical day!
It was pretty routine for me, too! I intercepted some Commie secret plans, rounded up a dope ring, and arrested Public Enemy No. 3. How about you guys? The guys with the really rough jobs? How was guarding little Caroline today?
AHHH, SHADDUP!!!
And now stay tuned for some exciting scenes from next week's thrilling episode of "C-Men in Action"!!!
Chief, must I wear this stupid Clown Suit again today??
If I have to diaper her Betsy-Wetsy doll once more, I'll . . .
I hope we play "House" today! I'm sick of playing "Cops and Robbers"!
Phone call for you, Chief . . . No, not on that phone! It's someone calling on Caroline's private line . . .

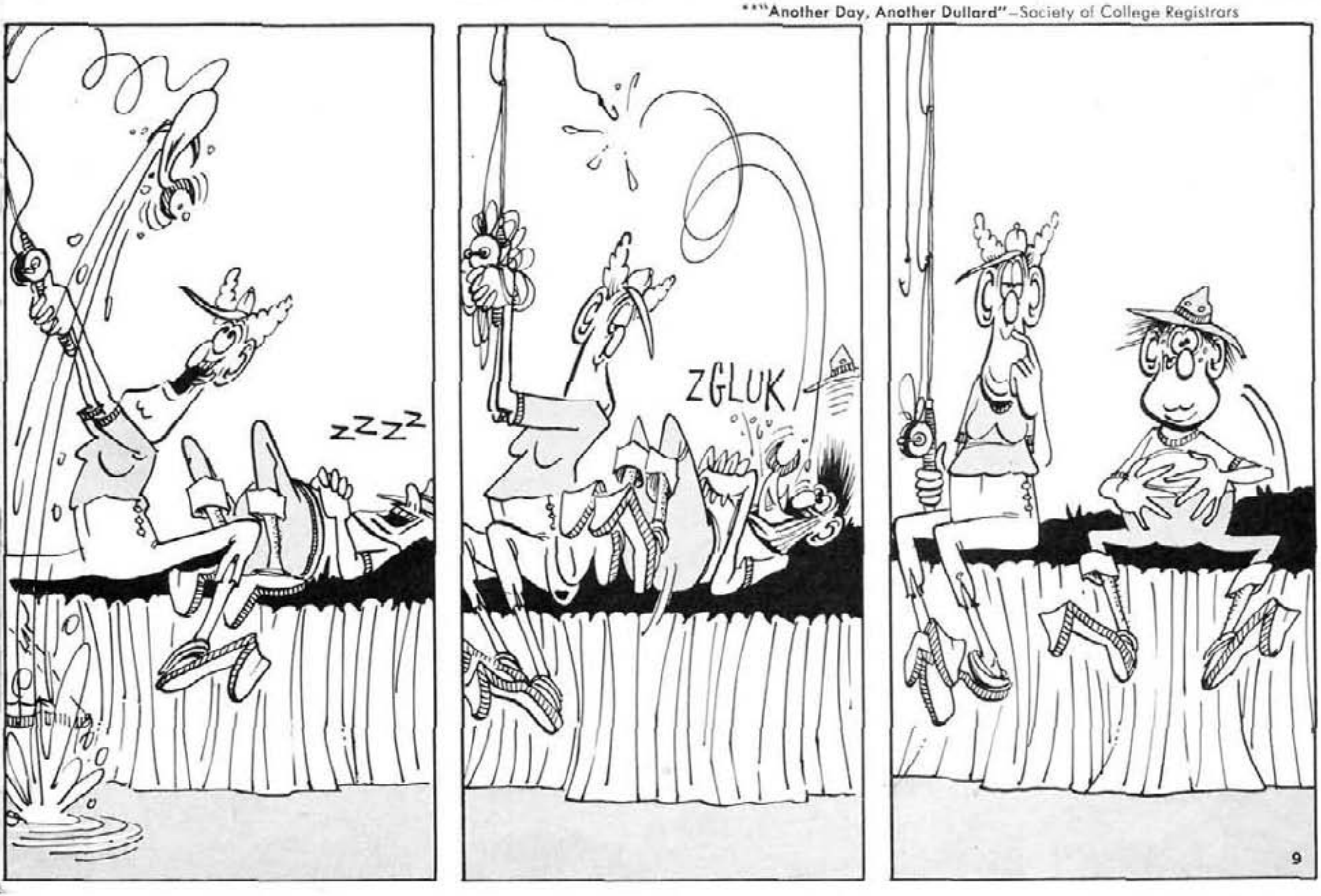
DON MARTIN DEPT. PART I

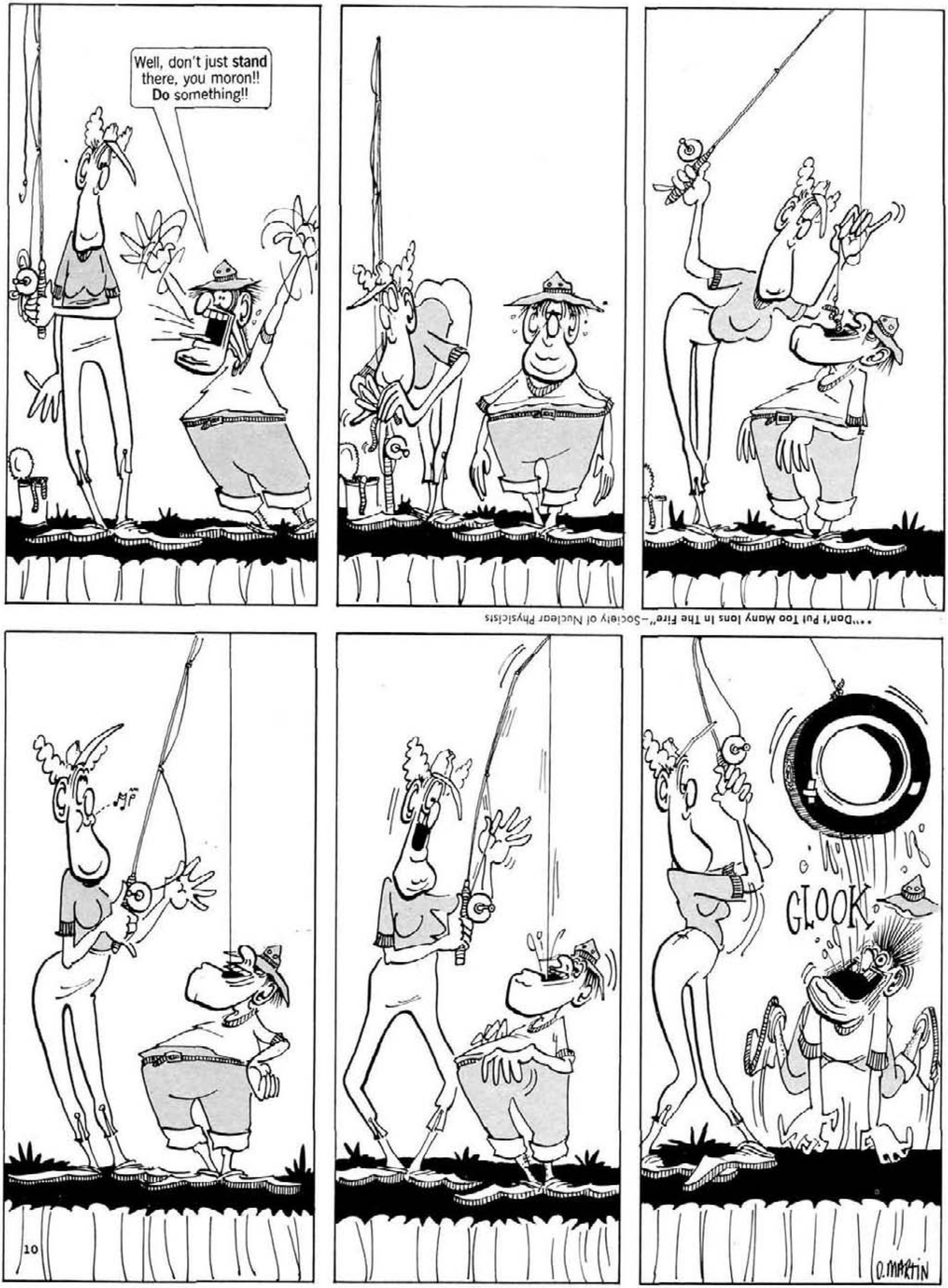
Mr. Don Martin, MAD'S maddest artist, does many things for a living besides drawing cartoons. F'rinstance, he writes songs! His latest tune, *"Bass, You Is My Woman Now"*, was inspired by the following incident, which occurred while Don was observing

A FISHERMAN AND HIS WIFE



**"Another Day, Another Dullard"—Society of College Registrars





***"Don't Put Too Many Ions In The Fire"–Society of Nuclear Physicists

AD-LIBS DEPT.

Here we go again with the new feature in which we graphically illustrate our personal reactions to magazine advertisements by slight "MAD" editorial additions to the originals. Like f'rinstance this

HOTEL AD



Friend of the Family

(SEE LAST ONE-COLUMN ADVERTISEMENT)

You'll enjoy the friendliness and courtesy of Hilton Service. There's welcome in the way the doormen serve you and room clerks greet you. The bellmen, captains, waiters and maids strive to please. Behind the scenes are chefs preparing marvelous meals . . . housekeepers, telephone operators, maintenance men, purchasing agents and scores of other people. Room service, banquet managers, valets, interpreters and even babysitters—they're here when you need them. Whether it's in Texas, California, Spain, Egypt—at any of the 46 Hilton Hotels and Inns around the world, the service is always the same . . . friendly and courteous, personal yet unobtrusive.

Wherever you go, use *Carte Blanche* The All-Purpose Credit Card. For application write Hilton Credit Corporation, 8544 Sunset Boulevard, Los Angeles 46, Calif.

Hilton Hotels

CONRAD N. HILTON, PRESIDENT
EXECUTIVE OFFICE • THE CONRAD HILTON
CHICAGO 5, ILLINOIS

". . . A Snitch in Time Saved Mine"—Society of Stool Pigeons

SLIPPING DISCS DEPT.

Here we go again with our fictionalized version of things we'd probably find if we were to examine the contents of



ME- AT MY GRADUATION EXERCISES!



ME-AT A FRIEND'S WEDDING CEREMONY!



ME-AT MY DRAFT CLASSIFICATION!



ME- AT THE PEPPERMINT LOUNGE!

IDENTIFICATION

NAME: Chubby Checker

ADDRESS: I just keep movin' from place to place

OCCUPATION: I just keep movin' from place to place

IN CASE OF EMERGENCY, NOTIFY:
The following medical team: Dr. Penrod B. Toll, Head Chiropractor, Columbus Hosp.; Dr. D. Borkow, Spine Specialist, Mt. Eden Roc Hosp.; Dr. Gonser Marker, Head Podiatrist, Thom McAn Shoe Factory; Dr. Felix Dresner, House Physician, Roseland Ballroom; Betty Berkowitz, Student Nurse...

The National Cultural Information Bureau
WASHINGTON, D. C.

Dear Mr. Checker:-

In answer to your recent inquiry, we are able to supply the following statistics:

The "Davy Crockett Craze" reached its peak in the Spring of 1955, and lasted for about 6 months. We have no information as to the current activities of Mr. Fess Parker, who was the leading figure in that craze.

The "Hula Hoop Fad" reached its peak in the Summer of 1958 and lasted a short time. We have no way of determining whether any of the leading manufacturers of Hula Hoops are still in business.

It seems that every four years or so, some silly craze takes the nation by storm, and then suddenly fades. We also note that the top leaders of these crazes always seem to sink into oblivion afterwards.

Why do you ask?

Sincerely,

Dobbins Crater

Dobbins Crater, Research Director

P.S. In answer to your other inquiry, we have no idea what the Unemployment Compensation rates will be in 1963. This is not our field. We suggest you contact your local Unemployment Office when the time comes. D.C.

Dear Chubby:-
Look what you started! I didn't mind it at first when you called yourself "Chubby Checker", which detracted from the originality and novel appeal of my name, but things have gotten out of hand!
Now there's a whole rash of overweight Rock 'n' Roll singers who are also copying the idea: Porky Pawn, Titanic Tiddlywink, Stout Scrabble, Mountainous Monopoly, Corpulent Cribbage, Pudgy Parcheesi... and that skinny newcomer - Lanky Lotto!
I hope you're satisfied!
Fats Domino

CELEBRITIES' WALLETS

ARTIST: JACK RICKARD WRITER: ARNIE KOGEN

The Glick Surgical Supply Corp.
GLICKSVILLE, MAINE

"The World's Largest Supplier of Braces, Corsets, Supports, and Corrective Equipment for the Chiropractic Profession"

Dear Mr. Checker:-

Enclosed is our Annual Report to Stockholders and Financial Statement for the Fiscal Year: May, 1961 to April, 1962.

Since you have been acquiring stock in our corporation over the past 10 months, and are now our largest single stockholder (40% of all outstanding shares), we are writing this special letter to you.

As you will note, profits have soared to an all-time high. For some unexplained reason, sales have reached unbelievable proportions. There is more demand for our equipment now than for the last five years put together.

It is uncanny the way you were able to forsee this increase, and purchased stock accordingly.

Enclosed also is a dividend check for $12,000. Thank you for your confidence. We hope that we will continue to have your support, and that you will never need one of our supports.

Sincerely,

M.G. Glick

M.G. Glick
President

THE U.S. STATE DEPARTMENT
WASHINGTON 25, D.C.

Dear Mr. Checker:-

Thank you for your suggestion and generous offer. We are, of course, always interested in improving relations with the Soviet Union through the Cultural Exchange Program.

However, we do not feel that it would be a fair "cultural exchange" to have the USSR send the Bolshoi Ballet here, and we send you and "The Peppermint Lounge Twisters" there to perform for Premier Khrushchev.

Especially considering Mr. Khrushchev's reaction to the "Can-Can" dancers.

Merney T. Hinch

Merney T. Hinch
Ass't. Director
Cultural Exchange Program

Mr. Fosworth Sanford Huntworth III
and
Mrs. Fosworth Sanford Williams Huntworth
request your presence
on the Ninth day of June,
Nineteen Hundred and Sixty-Two
at Seven P.M.
in The Grand Ballroom of the Waldorf-Astoria
on the occasion of
THEIR ANNULMENT

Hors D'Oeuvres — *Entertainment:*
Party Favors — *Twist with Chubby Checker*

Chubby Darling!
This is the Social Event of the Season, and I'm sure you'll be eager to do the "Twist" here, as you have at all our other worthy causes. I've taken the liberty of listing you as part of the program. La Dolce Vita!
Hope Hampton

THE LAW FIRM OF
KASAVUBUBU
&
MOBUTUTU
NAIROBI, AFRICA

Dear Mr. Checker:-

Please be advised that, on behalf of our clients, the East African Mau-Mau Tribe of Equatorial Africa, we are instituting a law suit against you.

You are currently doing a dance called the "Twist". This is an out-and-out act of plagiarism!

My clients claim that, for centuries, they have been doing the exact same dance steps in their Fertility Rites!

This is your last warning. Please discontinue using this dance or we may be forced to take steps against you . . . mainly the steps of our Voodoo Black Magic Ritual dance.

Sincerely,

Herman Kasavububu

Herman Kasavububu
Senior Partner

WE'LL SEE YOU INHALE DEPT.

DID YOU EVER STOP TO THINK WHAT A RIDICULOUS HABIT "SMOKING" IS? THE TOBACCO COMPANIES AND MADISON AVE. MAKE A FORTUNE WHILE YOU MAKE AN ASH OF YOURSELF! GIVING UP SMOKING IS EASY! MARK TWAIN DID IT A THOUSAND TIMES! MAYBE, AFTER YOU READ THIS ARTICLE, YOU'LL GIVE UP ANOTHER RIDICULOUS HABIT . . . READING MAD! ANYWAY, HERE IS

THE LIGHTER SIDE OF SMO

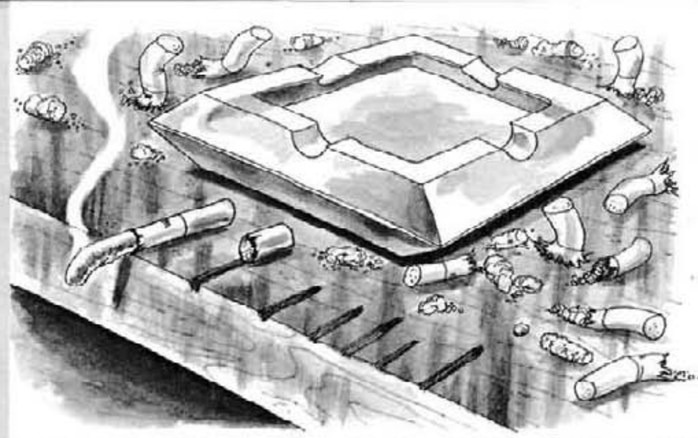


***"Great Aches From Little Corns Grow"—National Association of Chiropodists



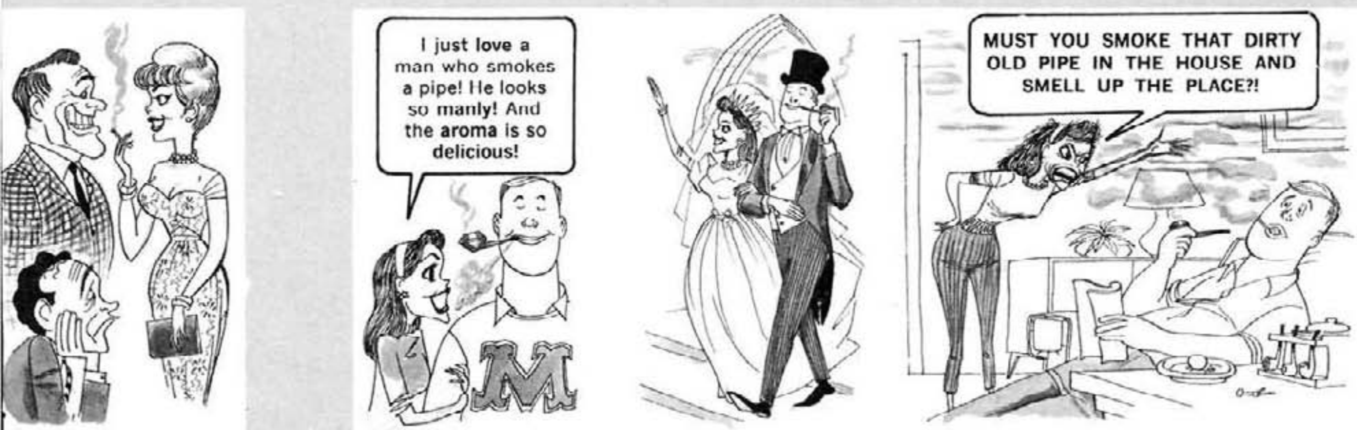


KING



WRITER & ARTIST: DAVID BERG





"Oil Wells That End Well!"—Texas Landowners Assoc.









. . . "Mrs. As Good As A Mule"—Assoc. of Ozark Matrimonial Agencies









***"Hair Today, Gone Tomorrow"—Sisterhood of Electrolysis Operators



PUT THEM ALL TOGETHER, THEY SPELL—DEPT.

Since the custom these days seems to be for Mothers to spend less and less time with their children—if possible—it seems to us that they don't quite deserve all those Mother's Day Honors. Some recognition should really go to the people who help train and educate the child, and who just plain keep the little monster out of Mommy's hair. Therefore, we at MAD suggest these

MOTH
FOR SU

Happy Mother's Day To An Ex-Teacher

Who taught me all my ABC's,
And P's and Q's, too, if you please?
You did!

Who stopped the tantrums that I threw,
And taught me how to tie a shoe?
You did!

Who taught me all about Fair Play,
And what kids should and shouldn't say?
You did!

Who sewed the buttons on my clothes,
And taught me not to pick my nose?
You did!

Who got fed up with parent's work,
Slaving daily like a Turk,
With less pay than a soda jerk,
And quit to find some other work?
YOU DID!

(But Happy Mother's Day, Anyway!)





To My Pediatrician On Mother's Day

I love you, Dr. Gittelson;
You are my second mother!
You cure me quick when I am sick
From one thing or another!
I love your dandy waiting room
With all the peachy toys there;
I love the chance I get to fight
With all the girls and boys there!
We have a ball and break some things;
Of kicks, we sure have many!
It's nearly worth the price I pay—
A hypo on my fanny!
The reason this is such a treat
Should be as plain as day-time:
The "home care" you prescribe for me
Leaves nothing left for play-time!

A Mother's Day Greeting To My Baby Sitter



You're my mommy when my folks
Go out, get smashed, and tell bad jokes.
As a mother, you're a doll—
You give me candy when I bawl.
You let me eat from kitty's dish,
And stroke and squeeze my Dad's gold fish.
You let me stay up late at night,
And wreck 'most everthing in sight.
I wish you'd "sit me" every day;
'Cause you're a dream in every way;
But just one thing offends my soul—
Must you play that "Rock 'n Roll"?

ER'S DAY CARDS
BSTITUTE MOTHERS

ARTIST: GEORGE WOODBRIDGE WRITER: PHIL HAHN



To My Camp Counselor On Mother's Day

Greetings to my Summer Mom!
I love you as a daughter:
You made my backhand murderous,
And cured my fear of water.

You stole my love without a fight;
No burglaries or stickups;
Cause my real mom can't swim a stroke,
And tennis gives her biccups!

I really miss you, Summer Mom!
I'm sad, and here's the reason:
Until we meet at camp, I'm just
An orphan out of season!

A Mother's Day Tribute To An Inanimate Mother

My mummy is a picture tube;
I watch her 'til I'm dizzy!
She's better than my real one is,
'Cause that one's always busy!

She cheers me up when I feel sad;
She's there when I am lonely!
I get a lecture with each ad:
Like real ones, they're baloney!

Folks might call her CBS, or
Maybe even NBC!
But, far as I'm concerned she's just
A loving M-O-M to me!



To My Housemother On Mother's Day



The first day I arrived at school
I was a lucky girlie;
I found someone to care for me
And see I got in early.

I found someone to screen my dates
And keep me safe from "fast" ones;
To stay my hand from girlish crimes,
And keep a list of past ones.



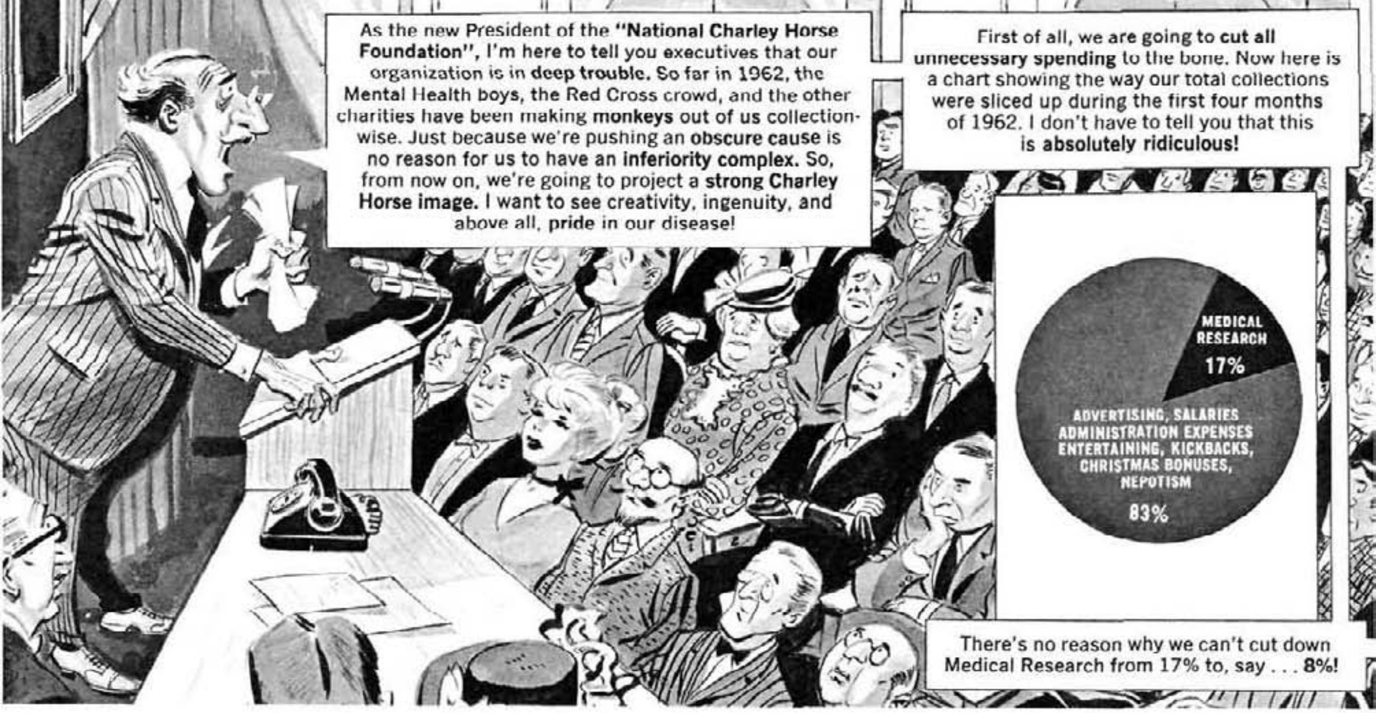
Yes, you, my "Mother" in the dorm
Prevented me from falling
Into those sins of college life
That you find so appalling!

And so I want you, dear, to know,
As efforts you re-double,
You've been just like a "Mom" to me—
And that's the #$%&!!#%! trouble!

FUNDERS, KEEPERS DEPT.

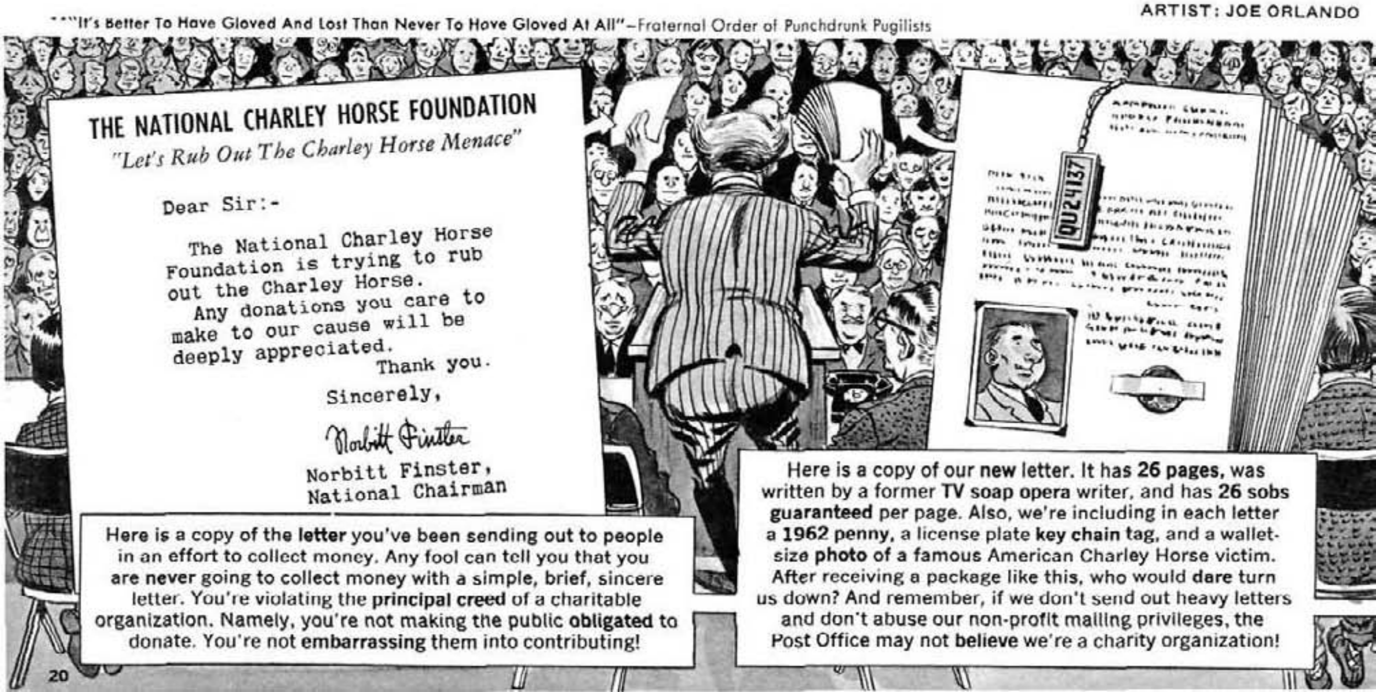
Legitimate charitable organizations like *The March of Dimes* and *The Heart Fund* generally do a fine job in helping to find cures for diseases. However, lately there's been a deluge of new organizations seeking public support for the con-

MAD VISITS A CHARITY



"It's Better To Have Gloved And Lost Than Never To Have Gloved At All"—Fraternal Order of Punchdrunk Pugilists

ARTIST: JOE ORLANDO



quest of obscure diseases. Today, charities are big business. And in order to operate on a large scale, they have to function like any other big business. Which means that sometimes they get a little ridiculous. So join us now as . . .

ORGANIZATION MEETING



Now, as you know, we laid a **big egg** with last year's advertising poster. *Since the Charley Horse is usually associated with* **adults**, *your former* President greedily played on the **emotions** of the public by using an appealing **female** model. Naturally, it didn't work! So we're going to stress honesty and dignity in this year's posters . . .



. . . by using an appealing **child** model. After all, who can resist a dewy-eyed kid in a sling??

WRITER: LARRY SIEGEL

"Don't Count Your Checkers Before They're Hacks"—Assoc. of Taxicab Licensing Commissioners



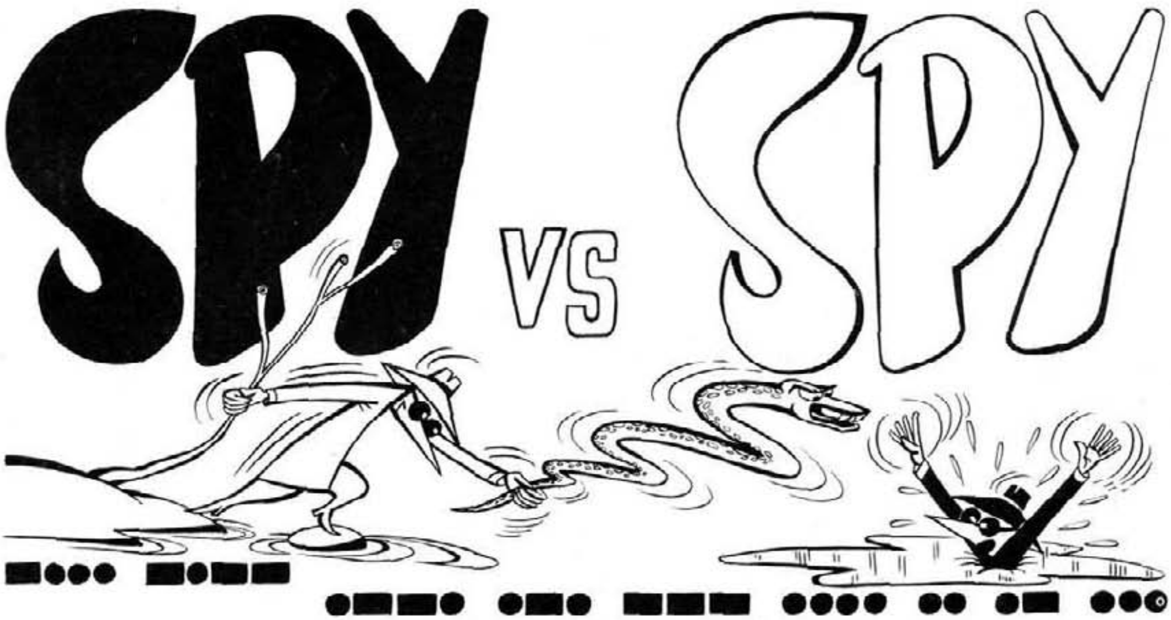
Now, here is a slide showing one of your typical **street campaigners** in action. You'll have to admit that she's quite ***pathetic.*** *She couldn't even collect enough money in one day* to pay for her **taxi fare** to that corner she's standing on!

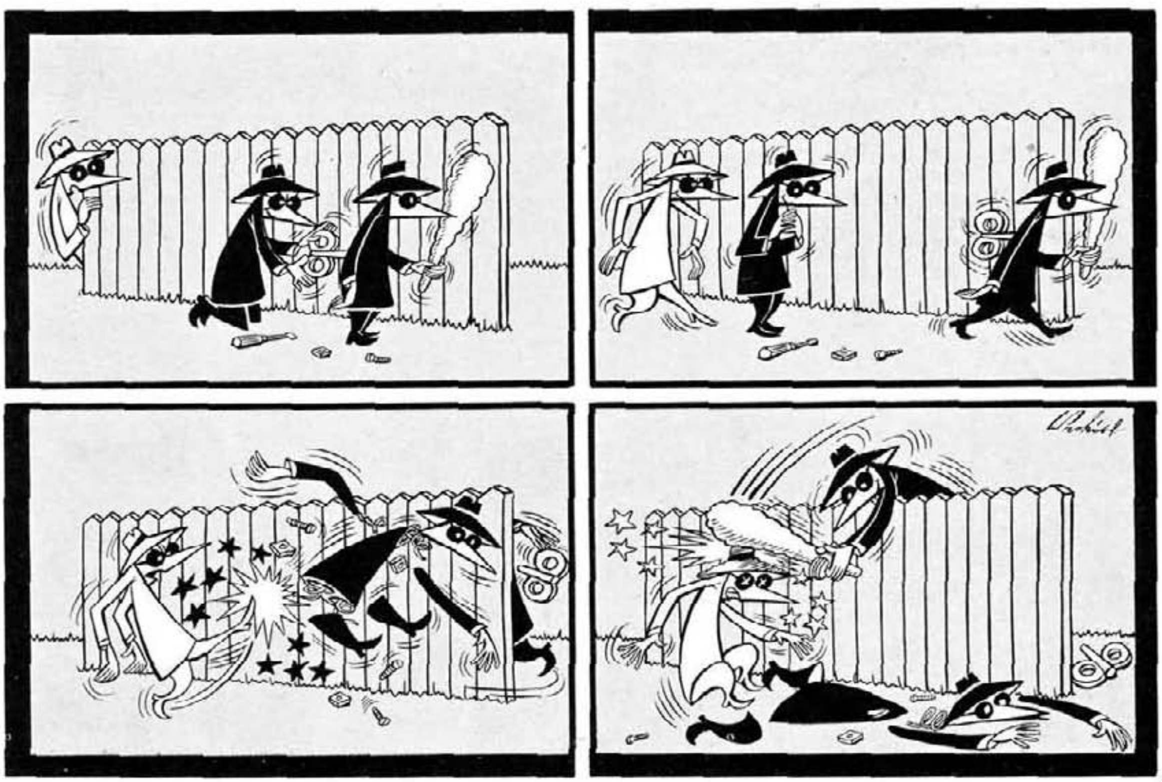


These are the boys who will handle our street campaigns from **now** on: 1500 former **veterans' charity drive** campaigners. *They're going to sell Charley Horse* **lapel pins** *the same way* they sold **poppies.** You know . . . **by the scruff of the neck!**


1961 24-HOUR CHARLEY HORSE TELETHON
$653,872.19
Last year's Charley Horse Telethon was one of the few really successful things we did. As you know, the TV audience phoned in pledges totaling $653,872.19, and as you know, we've already collected $226.45 in actual cash from these pledges, making this the best average in TV Telethon history. Well, this year, I want to see us go over $1,000,000 in pledges, because frankly we can use the $400 or so that will come in!
EXIT
Turning to movie theater collections—it's obvious that the methods we've been using in the past are fruitless. Notice how quickly the people in the audience pass that cardboard box, shaking it to make it sound like they're dropping something in. And look at that guy sneaking out that side exit door. Well, all this is going to stop!
Here you see a shot of a theater where we've been doing some experimental collecting this past week. We're going to use this same method all over the country: Shine a spotlight on each person, have him rise and give his name and address, and tell how much he's donating to Charley Horse. Naturally, an usher will count it. And, oh yes, we're also locking all rest room and exit doors, and roping off the aisles. Too many good prospects managed to get away last year!
National Charley Horse Week
June 10th through June 16th
GIVE TILL IT DON'T HURT NO MORE!
Another thing—this sign is going to be a reality in 1962! Our lobbyists are going to put extra pressure on Washington. After all, the Boy Scouts have a week, the Heart Fund has a month, and the TB crowd has the whole Christmas season locked up. Why should we be deprived of what's coming to us! I don't have to remind you of what a complete disaster our National Charley Horse Morning was last November 19th!
From now on, I want to see new vigor, new enthusiasm, and a new desire on the part of all of you! I want you to talk Charley Horse, eat Charley Horse, and live Charley Horse!
RING
I want to see this the most profitable charitable cause of the Soaring '60's! I want . . . Oh, excuse me! The phone! Hello? What's that? Oh, no! Are you sure? Oh . . . how horrible! This is terrible! Hold on . . .
Gentlemen! It's our Research Staff on the phone. He tells me . . . (gasp) . . . that he's discovered a cure for Charley Horse!
Wait! Hold on, men! Please! Hold it!!!
Hello? Hello, Sam? Listen, Sam! You're going to have to kill that cure!!
That's right! KILL THE CURE! I just can't stand to see a bunch of grown men crying!!!

When Fidel (the man with the sword) ordered Antonio Prohias (the man with the pen) arrested for his anti-Castro cartoons, the Cuban artist fled to the U.S., where he now graces MAD's pages with . . .





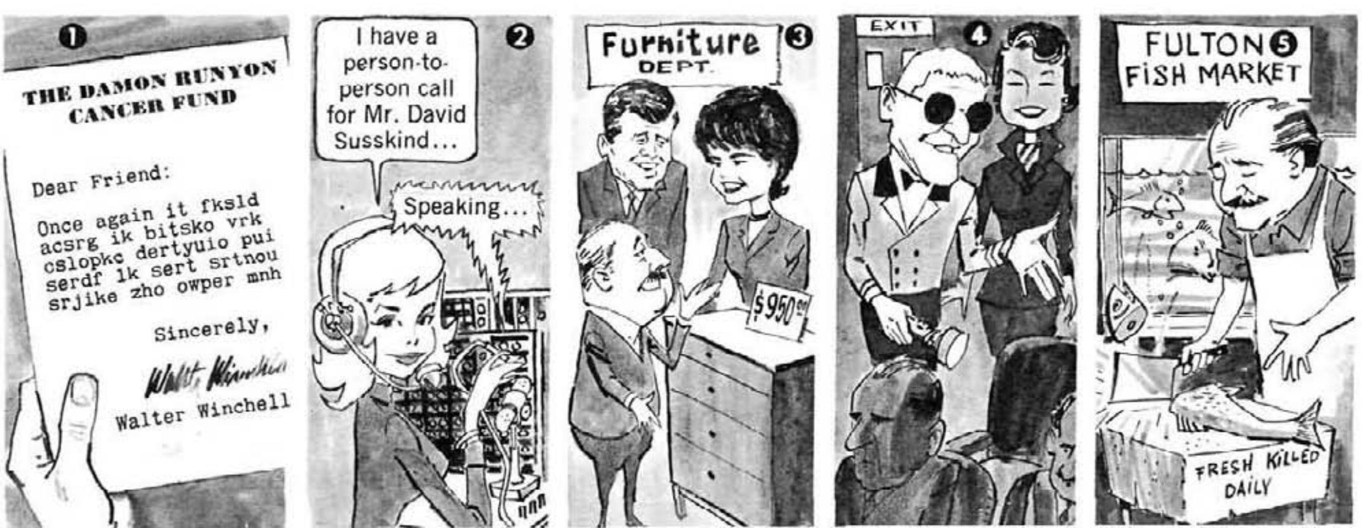
**"You Can't Make A Silk Purse Out Of A Souse Here!"—Alcoholic Rehabilitation Resort Owners Assoc.

DOUBLE-TALK DEPT.

Study the following examples, and the next time you go to a party, if you don't get too stoned to listen to the conversation, you'll be able to see the truth behind the phony bragging and name-dropping that goes on. Mainly, here is...

A MAD GUIDE TO PA





***"A Man's Home Is His Hassle"—Marriage Counselors of America

RTY CONVERSATION

ARTIST: JACK RICKARD



THE YELLOWED KIDS DEPT.

Everybody gets old! Everybody, that is, except most comic strip characters! These jokers have the uncanny ability to remain the same dull age year after year, getting into the same dull situations. So MAD's gonna break the monotony . . . bearing in mind that if these comic strip characters were to age, one good aspect would be that they'd soon die off and we wouldn't have to suffer through them any more. Anyway, let's take away their fountains of youth, and see what the future would be like . . .

IF COMIC STRIP CHARACTERS WERE AS OLD AS THEIR STRIPS

SUPERMAN



DICK TRACY



POPEYE



ARTIST: WALLACE WOOD WRITER: EARLE DOUD

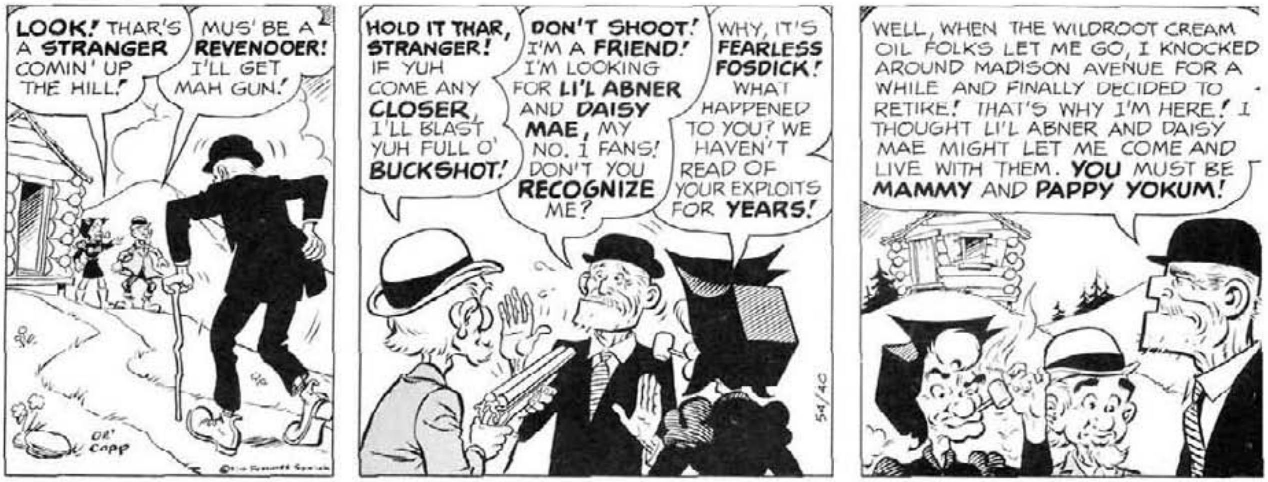




"...Don't Put All Your Yeggs In One Casket!"—Brotherhood of Underworld Funeral Directors



LI'L ABNER



MANDRAKE THE MAGICIAN



TARZAN









HENRY



DENNIS THE MENACE



"As Chief U.S. Delegate to the United Nations, I would like to report that I have, through protracted discussion and extended mediation, accomplished the following: I have solved the Vietnam crisis . . . I have straightened out the Berlin situation . . . I have come up with a mutually acceptable disarmament plan . . . and I've put chewing gum on all your seats!"

MOM IS FOR-GIVING DEPT.

Mom is probably sick and tired of receiving the same old candy or perfume or flowers for Mother's Day, and so we'd like to help the young people of

MAD MOTHER'S DAY

ARTIST: BOB CLARKE

MOM'S OWN RECORD ALBUM



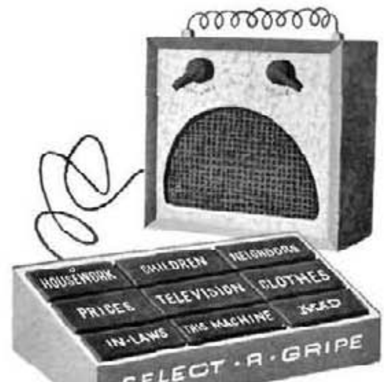
Here are classic songs of household drudgery that Mom will enjoy playing over and over and over again as she's trudging around the house doing her back-breaking chores. Recorded by 2 previous Mothers-of-the-Year, the LP includes such all-time favorites as: "Nobody Knows The Rubble I've Seen", "I've Got a Wet Mop (In My Hands)", "The Toil Since I'm Married", "Full Moon and Dishpan Hands", "How Deep Is The Wet-Wash" and "Sometimes I'm Happy, But Not Often". Price: **$4.98.**

GARBAGE



Chances are that Mom does not occupy hardly any of her time taking out the garbage. At least hardly as much as she would have Dad believe when she tries to "con" him into doing it for her in the evenings. So why not call up your local Sanitation Department, and have a truckload of it delivered to her for Mother's Day. She'll keep busy for many happy weeks thereafter getting rid of it. It's an ideal gift for the economy-minded. Price: **Free.**

AUTOMATIC COMPLAINER



Here's a gadget that will save Mother hours of effort every day of the year. It complains about household drudgery electronically as soon as anyone else enters the room, freeing Mom to talk about other things or just sit there and enjoy the effect the grousing has had on the rest of the harried family. Other models are available which also complain about high prices, neighbors, and Dad's low pay. Price: About **$50.**

WRINKLE CREAM



Here's a brand new product that will make an ideal gift for Mother on her Day, especially if yours still looks young. One application of this cream is guaranteed to create wrinkles on her face. Looking haggard and worn, she'll be in a much better position to complain about her lot in life, and to get sympathy from the members of the family. Price: About **$2** a jar.

MARKED CARDS



Has Mom been running into a streak of bad luck, and losing a pile of dough at her weekly Canasta game or Bridge foursome? You can make all of that a thing of the past with this beautiful deck of marked cards. Now, she'll be able to cheat her way to sure victory at every sitting, and the family will be able to eat decently again because she won't be blowing the weekly food allowance. Price: About **$3.00** a deck.

JUVENILE DELINQUENT



Chances are that Mom has lots of idle hours on her hands after taking care of her own children, so why not help her to occupy her wasted leisure time profitably by presenting her with her very own juvenile delinquent? Choose from the variety available at any of the police juvenile detention homes. The back talk, the sassy attitude, the vandalism, and the colorful language of one of these young hoodlums should give Mom a whole new interest in life. While it lasts, that is. Price: **Free.**

***"Polar Ticks Make Strange Bedfellows"—Society of Igloo Exterminators

our nation use a little originality in picking out her present. Here, then, for next year if you're lucky enough to be too late for this year, are . . .

GIFT SUGGESTIONS

WRITER: TOM KOCH

MOTHER-IN-LAW'S PORTRAIT



Since Dad always comments on the fact that his mother was a better housekeeper, cook, and raiser of children, why not have a professional portrait of the old bat painted and hung in a conspicuous place in your home where it'll serve as a constant reminder to Mom of her shortcomings. Then, she'll *spend many happy hours striving* hard to meet the standards set by her dear old Mother-In-Law. Price: About **$50.**

OVERWEIGHT BATHROOM SCALE



Just wait until Mother gets a load of this unbalanced scale, guaranteed to weigh everything 15 pounds too heavy. You'll love her shriek of anguish the first time she gets on it and thinks she's gained all that weight. And the diet she'll put herself on to lose it will keep her happily miserable many months. Of course, this is the kind *of gift that you get pleasure out of* giving without letting the recipient know you've done it. Price: About **$7.**

GIGOLO



It's probably been a good many years since any strange man gave Mother a second look. Think how flattered she will be when the handsome gigolo you hired suddenly arrives at your house and starts lavishing his attentions on her. Think of the fun you'll have when Daddy comes home from work and finds the guy there. Available in 2 types: Domestic (found on almost any U.S.A. street corner), and Imported (found on almost any European street corner). Price: About **$25.00** per day.

TERMITES



Has Mom been trying to talk Dad into buying a new home in a better neighborhood? Here's your chance to make her dreams come true. Just a few of these ravenous termites turned loose around the house will turn the place into sawdust in no time. It will be a wonderful experience for Mom as she sees the walls collapsing around her, and *she'll* be eternally grateful for your thoughtfulness when the family has to move whether Dad wants to or not! Cost of termites: About **10¢** doz.

APPENDECTOMY



Is Mom the only member of her Bridge Club who doesn't have an operation to brag about? Why not start her on the road to popularity and social success by having her appendix taken out for Mother's Day? She'll be able to tell her girl friends every gory detail of the operation when she returns home from the hospital, and she'll happily owe every delightful moment of it to you. Price: About **$900** w/ Blue Cross.

IMPERFECT SOCKS



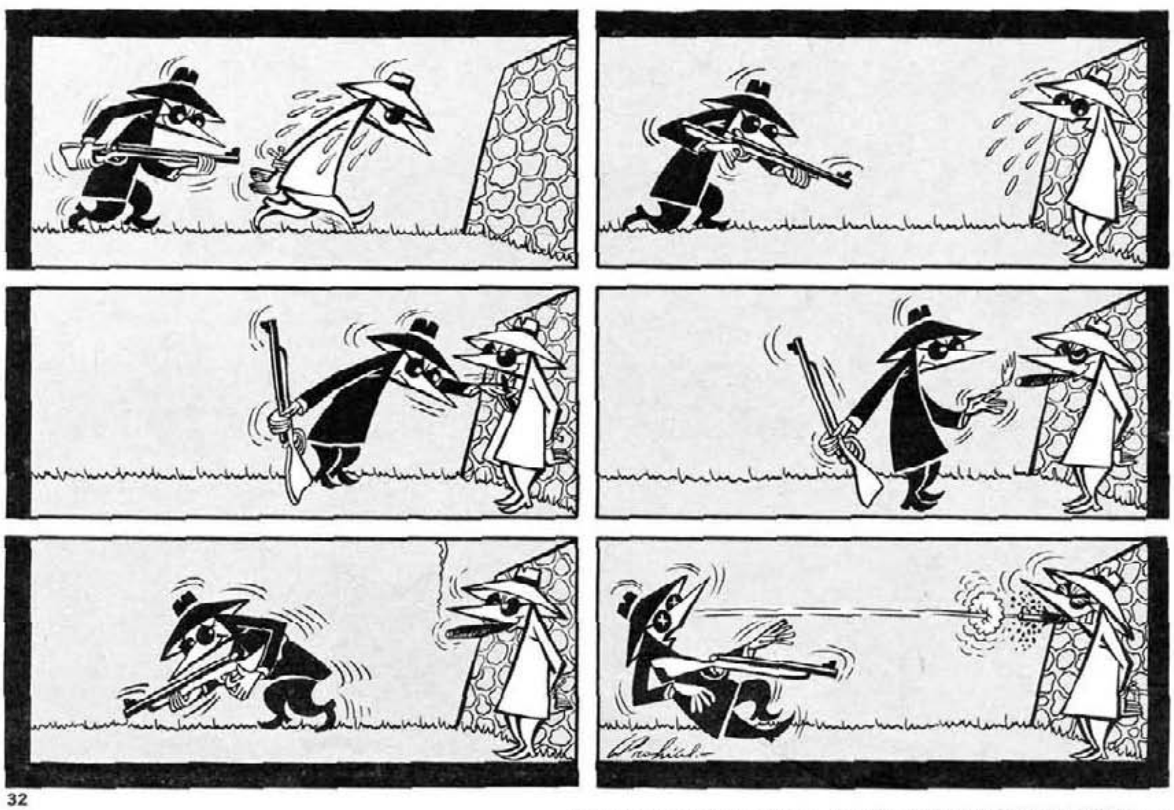
Several large sock manfacturers have been known to sell (at great reduction *in cost)* irregular or imperfect pairs. Why not buy a few pairs without heels or toes in your size and present them to Mom on Mother's Day. Darning them will give her a project to occupy her spare time, and she'll thank you for giving her the opportunity to be of service to you. Price: About **15¢** pr.

"'It Never Drains But It Pours Over"—Amalgamated Plumbers Union

JOKE AND DAGGER DEPT. PART II

Here's another installment of that friendly rivalry between the man in black and the man in white, both dedicated to the "cause" . . . of outwitting each other as –





"Birds Of A Feather Get Flicked Together"–Brotherhood of Chicken-Pluckers

WRY OFF THE ROCKS DEPT.

In the old days, most prisons were the same. They were ugly, gray, and grim. The guards were brutal, the convicts were brutal, and each hated the other. There was only one thing on the prisoners' minds: to break out! And only one thing on the guards' minds: to keep 'em in! Anyway, Hollywood mirrored these conditions in its movies. Here are a few typical scenes from

A TYPICAL OLD TIME PRISON MOVIE

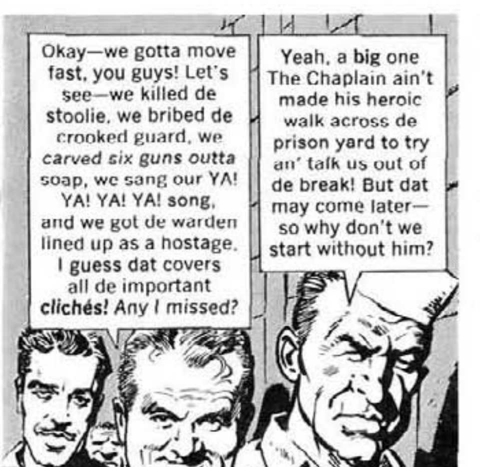


ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL





**"No Noose Is Good Noose"—The Anti-Lynch-Law Society





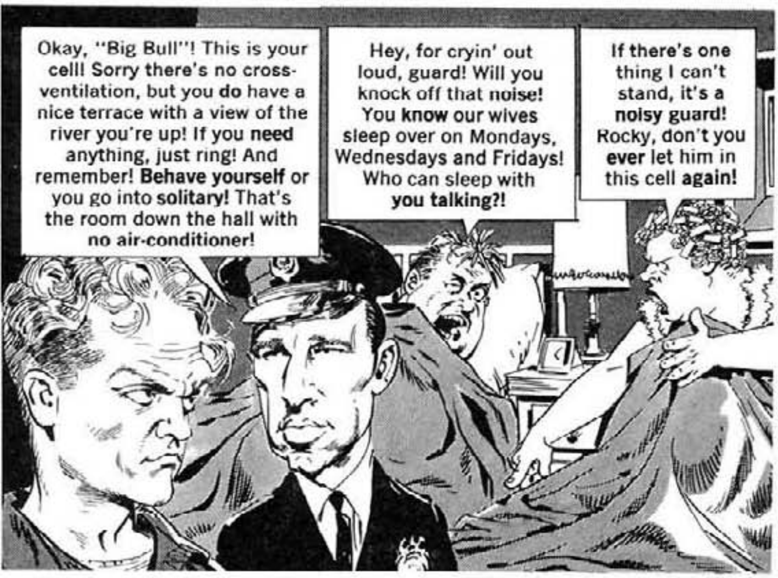
UNFORTUNATELY, THE DAYS OF MOVIES LIKE THIS ARE GONE FOREVER, BECAUSE...

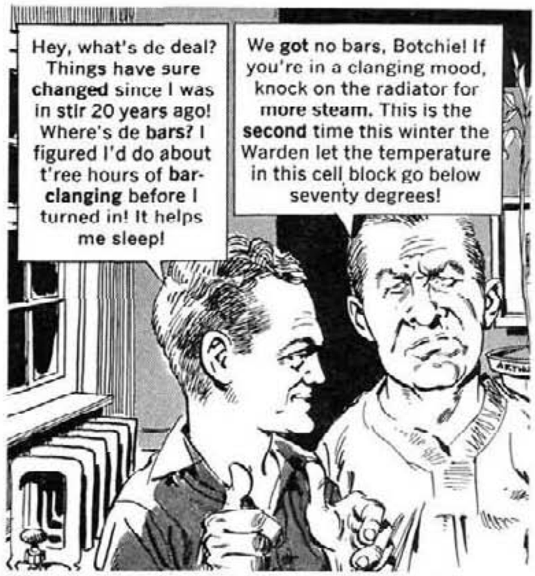
Today, there have been vast changes in penology methods. Psychiatrists and men of understanding have taken over. Many prisons have no walls, convicts are treated with sympathy and understanding, and the accent is on rehabilitation rather than on punishment. Which means that Hollywood will have to change its approach to conform with the times. And this could well be

A TYPICAL PRISON MOVIE OF THE FUTURE



The producers are grateful for the cooperation of the prisoners who consented to appear in this film during their summer vacation





**"Look Before You Heap"—Brotherhood of Garbage Collectors







***"There's No Fuel Like An Old Fuel"—Assoc. of Anthracite Coal Dealers



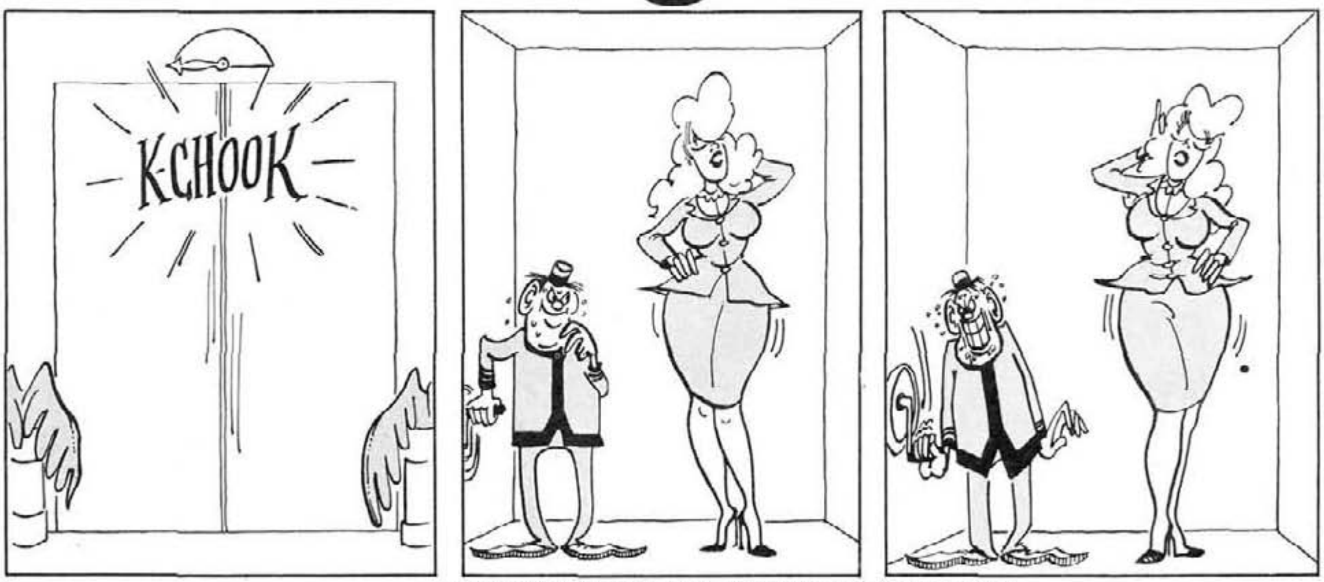
**"A Fool And His 'Olds' Are Soon Parted"—Finance Companies of America

DON MARTIN DEPT. PART II

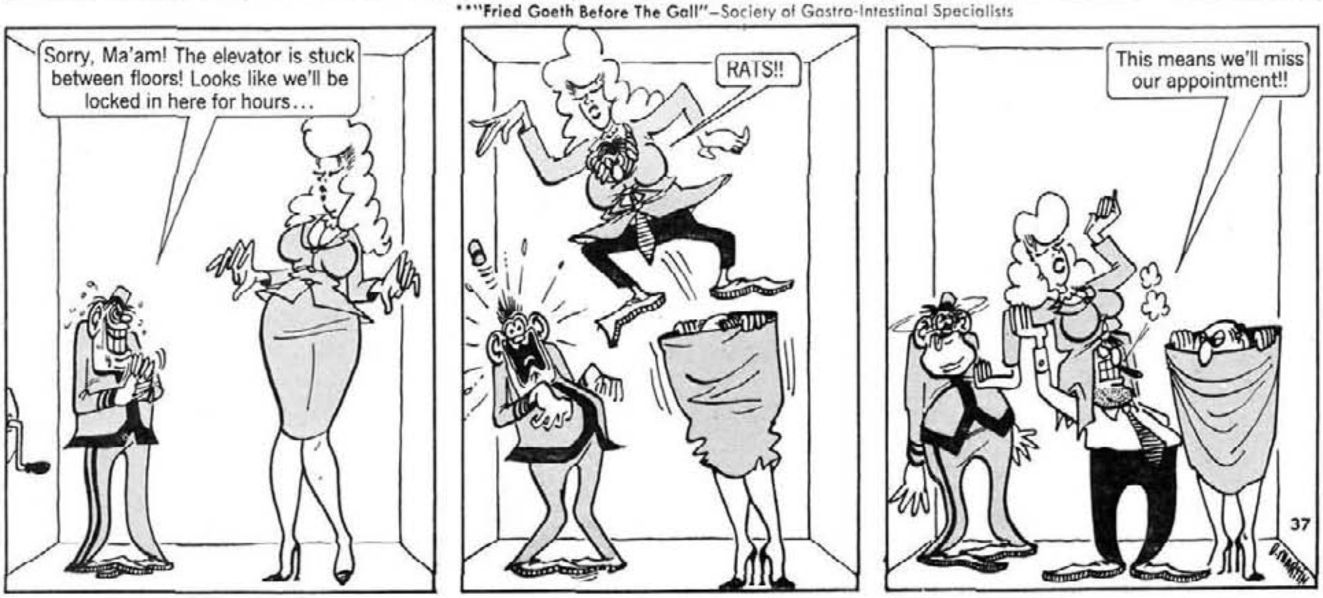
Don Martin's ill-fated career certainly has had its "ups and downs" —but never with such a vengeance as the week he spent working . . .

ON THE ELEVATOR





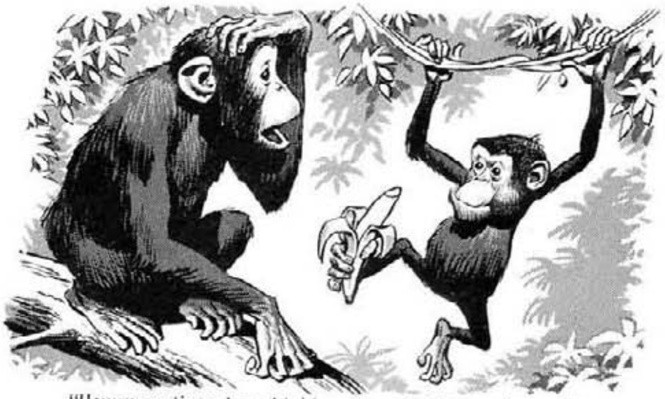
***"Fried Goeth Before The Gall"—Society of Gastro-Intestinal Specialists



DINERS' CUB DEPT.

Parents are always complaining that their children eat like pigs, or like birds, or like some other kind of animal. Well, these very same parents might be surprised to learn that animals are always complaining that their children eat like people. You'll see what we mean as the Editors present...

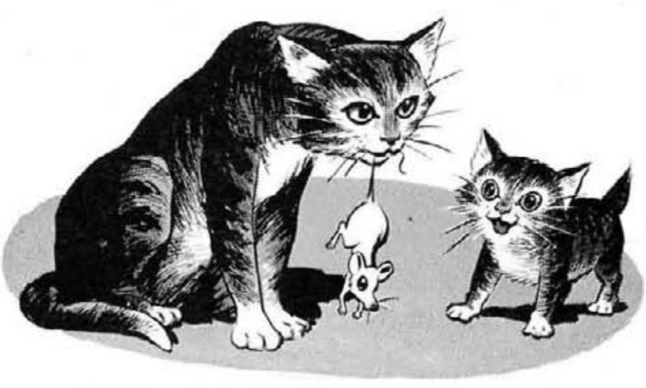
A MAD LOOK AT THE EATING HABITS OF ANIMALS



"How many times have I told you to eat with your fingers?!"

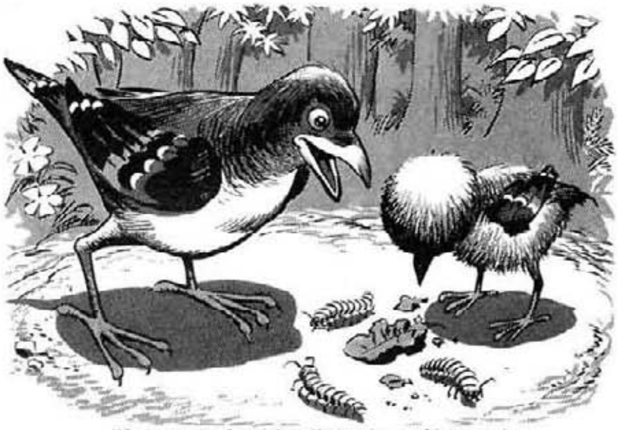


"What do you mean 'Pass it!'? You'll have to learn to reach for your food!"

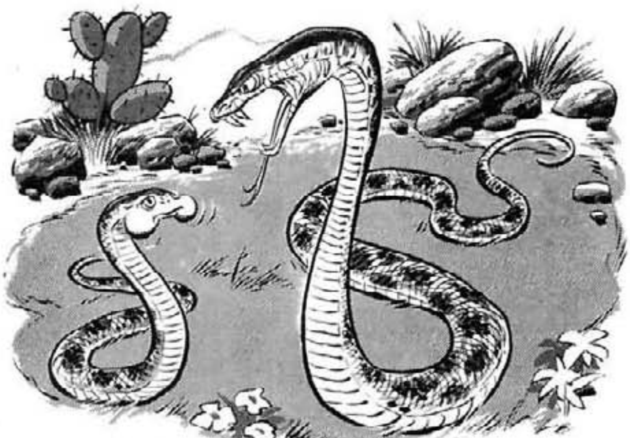


"Now remember to play with your food before you eat it!"

 ARTIST: WALLACE WOOD WRITER: DEAN NORMAN



"Cut out the fuss! One little piece of lettuce in your caterpillars won't hurt anything!"



"Stop chewing your food before you swallow it!"



"I know it's a little fresh, but you can't have leftovers for every meal!"



"Stand up when you're eating!"



"I warned him not to go to sleep on an empty stomach!"

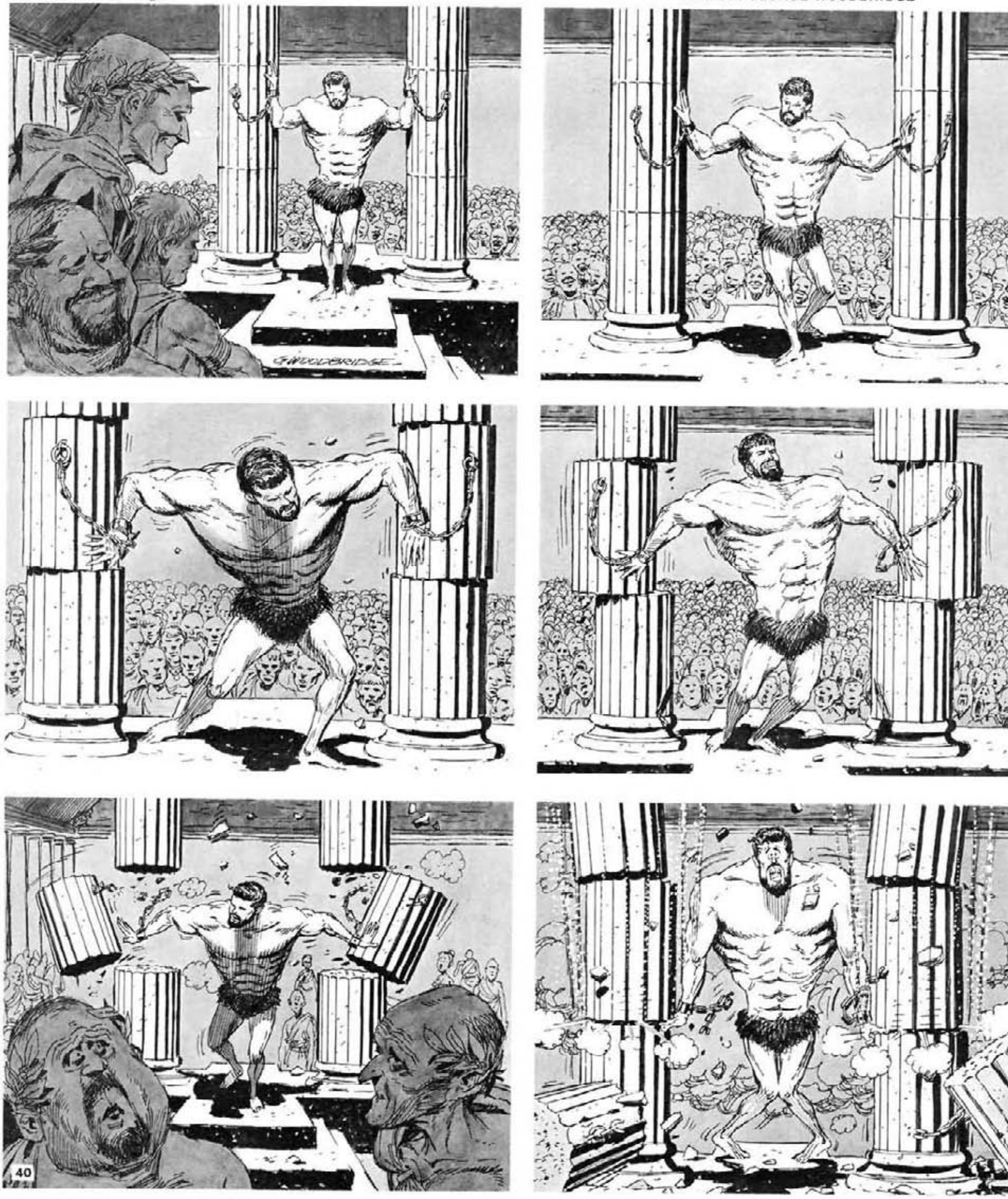


"That kid is so neat when he eats, it makes me sick!"

Scenes We'd Like to See

The Feat Of Strength

ARTIST: GEORGE WOODBRIDGE



EASY ON THE SOCKET-BOOK DEPT.

Every TV set owner dreads the day he must call the repairman. Though the trouble is usually small, the bill is usually large. And so, as a public service to its readers, and a personal service to its Editor—who recently got hit by just such a TV repair bill, MAD presents . . .

A MAD GUIDE TO "DO-IT-YOURSELF" TV REPAIRS



A HANDY "DO-IT-YOURSELF" TV REPAIR MANUAL THAT EVEN A SIMPLETON CAN FOLLOW...MAINLY BECAUSE IT WAS WRITTEN BY A SIMPLETON*

ARTIST: BOB CLARKE WRITER: AL JAFFEE

*"Out Of The Frying Pan And Into The Fliers!"—Brotherhood of Airport Short-Order Cooks



INTRODUCTION

A Word Of Encouragement From The Author

The first thing you must do before attempting to repair your TV set is say to yourself, "There is nothing really complicated about a television receiver!" Repeat this over and over and over until you begin to accept this fact with confidence.

The next thing you must do is realize that sitting around talking to yourself like an imbecile is not going to get you anywhere at all. Remember, television sets are complicated instruments that don't get fixed by mumbling idiots.

Before you start to work, be sure you are equipped with a few simple basic tools . . . the kind that are usually found in any average home workshop. We are naturally referring to the average home workshop of an average Electronic Engineer. If you are not so equipped, a small investment (which should not exceed $350.00) will take care of all your needs.

Many people are under the popular misconception that you need special knowledge or skill to repair a TV set. This is not true. You will need no special knowledge or skill to repair a TV set if you can follow this manual. You will, however, need special knowledge and skill to follow this manual. That's because the author had no special knowledge or skill in writing manuals.

Above all, do not be discouraged. Try to remember that you cannot louse up your set any worse than most TV repairmen usually do . . . and this time, it won't cost you anything to achieve it!

Good luck!

X ———

Pincus G. Bumbler

TABLE OF CONTENTS

CHAPTER I

TROUBLE-SHOOTING PICTOGRAPHS

The following easy-to-follow illustrations show the most common TV troubles. Find yours, and then refer to the indicated repair section



SOUND, BUT NO PICTURE

Probable cause...
1. You're blind
2. Some wise guy painted your screen black
3. You're watching the radio

See Section X, Part 5



PICTURE, BUT NO SOUND

Probable cause...
1. The volume control knob is missing
2. Your hearing-aid is turned off
3. You're watching the washing machine

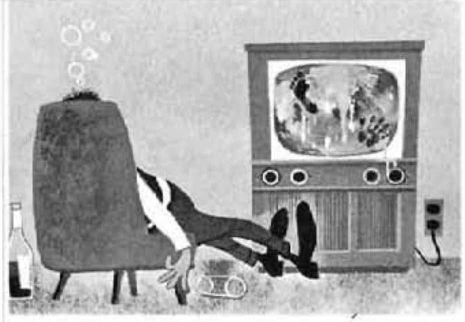
See Section VIII, Part 7



NO SOUND, AND NO PICTURE

Probable cause...
1. Your set isn't plugged in
2. Your electricity has been turned off
3. Your set has been repossessed by the Finance Company

See Section XXXII, Part 56



BLURRED PICTURE

Probable cause...
1. Your screen is dirty and dusty
2. Your screen is covered with jam and peanut butter
3. You're drunk

See Section MXLIV, Part 129½



PICTURE TOO NARROW

Probable cause...
1. Your eyes are too close together
2. The sides of your set are too close together
3. Your set is standing on its side

See Your Dentist twice a year



PICTURE TOO WIDE

Probable cause...
1. Your set is going crazy
2. You're going crazy
3. We're going crazy

See the Pyramids along the Nile



ROLLING PICTURE

Probable cause...
1. Too much oil on your TV casters
2. Your floor slants
3. There's an earthquake going on

See your Insurance Agent



NOT ENOUGH HEIGHT

Probable cause...
1. Your picture tube has shrunk
2. The TV actor is looking through a Venetian blind
3. The TV actor's head is caught in a vertical press

See another magazine



PICTURE UPSIDE DOWN

Probable cause...
1. Your set is upside down
2. Your house is upside down
3. You're watching upside down

See-saw, Marjorie Daw



TEST PATTERN IS COCKEYED

Probable cause...
1. Your floor is cockeyed
2. The TV camera is cockeyed
3. You're cockeyed

See An Optometrist



GHOSTS

Probable cause...
1. Your house is haunted
2. Your TV set is haunted
3. You're dead

See your local Undertaker



SNOW

Probable cause...
1. There's a window open
2. There's a hole in your roof
3. There's a hole in your head

See a good head-shrinker



TORN SCREEN

Probable cause...
1. The bugs in your neighborhood are getting powerful
2. Somebody threw a rock through it
3. Somebody threw your TV set through it

See the next thrilling installment



INTERFERENCE

Probable cause...
1. You've got a nagging wife
2. You've got a nagging kid
3. You've got a nagging backache

See a movie



SPEAKER RATTLE

Probable cause...
1. There's a rattle in the speaker
2. There's a spackle in the reaker
3. There's a reekle in the spatter

See here, now!

CHAPTER II

Now that you've learned what to look for, it's time to remove the back cover of your set, reach in, and start working on what we shall call—

FIRST AID FOR YOUR SET

However, since you stupidly forgot to pull the plug before doing this, there will be a short delay while we take care of what we shall call—

FIRST AID FOR YOURSELF



HOW TO TREAT FOR ELECTRIC SHOCK

Scream for help while bouncing around inside your set — until someone hears you and comes to turn off the current. Next time (if there is a next time), you will probably remember to shut off the current before removing the back of the set (unless, of course, you're either a slow learner, a complete idiot, or you really like electric shocks).



HOW TO TREAT FOR EXPLOSIONS AND IMPLOSIONS

The only difference between the two is that one blows outward, and the other blows inward. In either case, when this happens, every square inch of your body will contain approximately one million tiny slivers of glass, metal, and plastic. A few years spent with a magnifying glass and a pair of tweezers should clear up the mess — somewhat.



HOW TO TREAT FOR DISLOCATIONS

Whenever you accidentally touch a "hot" or "live" contact point, all your muscles will instantly contract . . . snapping your body into a strangely twisted mass. A keyhole saw, some vaseline, a crowbar and a shoehorn should be kept handy so somebody will be able to extricate you from the set, providing there's somebody around with the nerve to try it.

CHAPTER III

Now that you're out of the hospital, let's get back to that sick ol' set.

FIRST AID FOR YOUR SET

SECTION 1. TUBES

REMOVE ALL TUBES



There are many kinds of tubes in your TV set. Remove them all . . . especially the ones that the kids have hidden there over the years.

TEST ALL TUBES



Test tubes on one of them "Do-It-Yourself" test machines. It shows you the tubes that need replacing —which is generally all of them.

REPLACE ALL TUBES



This is easy, if you marked where they came from first. We should've mentioned this earlier, but that would've left a blank space here.

SECTION 2. THE PICTURE TUBE

The single most important item in your television set is the picture tube. This keeps it from being nothing more than a big complicated radio. It is a delicate instrument and should be handled with extreme care. See section on "Implosions".

CHECK ALL SIDES OF THE PICTURE TUBE

Front Side



Inside



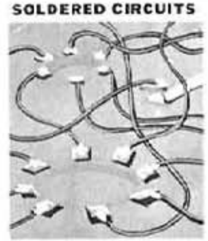
Outside



SECTION 3. CIRCUITS

A circuit is the complicated layout of wires underneath your television set which is almost impossible for the layman to understand, and equally impossible for the television repairman to understand. There are several types now in use.

SOLDERED CIRCUITS



Wires are strung by hand and soldered to contacts.

PRINTED CIRCUITS



Wires are printed on the chassis with molten lead.

SHORT CIRCUITS



Wires are smoking on the chassis with acrid smell.

THREE-RING CIRCUITS



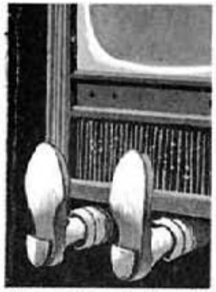
Wires are coming in from all over about this pun.

SECTION 4. REMOVING THE TV CHASSIS

Sometimes, there are things you cannot check unless you remove the TV chassis from its cabinet. These six easy steps show you how to accomplish this. Of course, what you do after you've accomplished this is another problem.



First, remove knobs. Not all knobs, like this clod is doing. Only TV knobs.



Next, remove 4 hex nuts, lock-washers, and bolts from bottom of cabinet.



Then detach antenna lead, audio output lead, audio input lead, and ion trap.



Next, disconnect fleegle, and remove burning hand from high voltage cage.



Remove assorted bushings, lugs, spacers, flanges, forgputters, and grulks.



Now, place all parts in safe places and label carefully. You are now ready to remove TV chassis. You are now also ready to remove dog, cat, and pesty kid who've just messed up all the parts you laid out and labeled so carefully!

SECTION 5. TESTING CIRCUIT COMPONENTS

There are hundreds of miniatured components in a TV set. Each one has an important function. If one is defective, it could affect the whole set. Here, in life-size, are the major types, with testing instructions for each . . .

RESISTOR



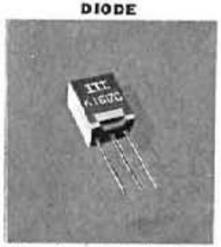
Attach voltmeter to leads, test for correct voltage.

CAPACITOR



Attach voltmeter to leads, check for normal output.

DIODE



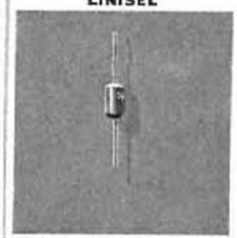
Use diamometer to check for diatonic frequencies.

BI-AXIOM



Test for positive, negative, and neutral output.

LINISEL



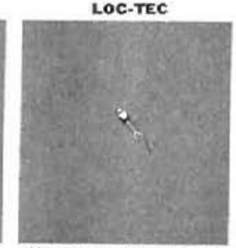
Check connectors for heat varients and direct flux.

VIOPENTIL



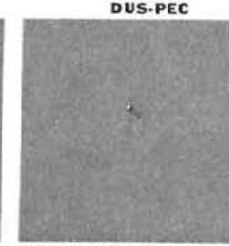
Check emittance range and fresnic freen modulations.

LOC-TEC



Check quatrel leverage and realign slog bitsko fignut.

DUS-PEC



Actually, this is only a dust speck. Blow it away.

SECTION 6. CHECKING AND CORRECTING FAULTY CIRCUIT WIRING



There are thousands upon thousands of connections.



It takes time to locate a loose one and repair it.



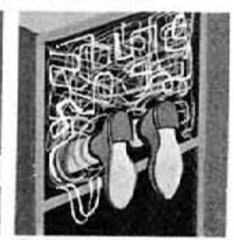
So let's begin. Carefully examine each connection.



Wiggle the wires to see if solder has come loose.



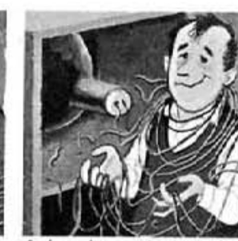
Ah, there is it! A loose connection to a lug lead!



Carefully apply fresh new solder to lug connection.



Done! Repair is complete! Now get up out of the set.



And you're ready to call in a competent repairman.

SECTION 7. ANTENNA ADJUSTMENT

For best results, the type of antenna you should use depends upon how far your set is located from the television station. There are 3 basic types of antennas. No matter which type you use, it is important that it be properly adjusted . . .

SHORT DISTANCE ANTENNA
(On TV Set)



Easiest to Adjust

MEDIUM DISTANCE ANTENNA
(On Roof)



Simple to Adjust

LONG DISTANCE AUNT ANNA
(on A Visit)



Impossible to adjust to.

SECTION 8. ANTENNA INSPECTION

When everything in your television set checks out right, and you are still having trouble, the fault may well lie in your antenna. There are three important steps to take when checking your antenna. Study them carefully, as shown below.

STEP #2:
LOCATE ANTENNA, CLIMB LADDER TO ROOF



STEP #1:
INSPECT LADDER BEFORE CLIMBING TO ROOF



STEP #3: ON THE WAY TO THE HOSPITAL, KICK YOURSELF FOR DOING STEP #2 BEFORE STEP #1

SECTION 9. REMOTE CONTROL REPAIR

Latest and greatest TV accessory which can go wrong is the remote control switch box. No longer does the TV viewer have to run up and back all night, turning down the volume when the commercial is blasting, only to have to turn it up again when the program comes back on. Now, it's all taken care of from your favorite chair.

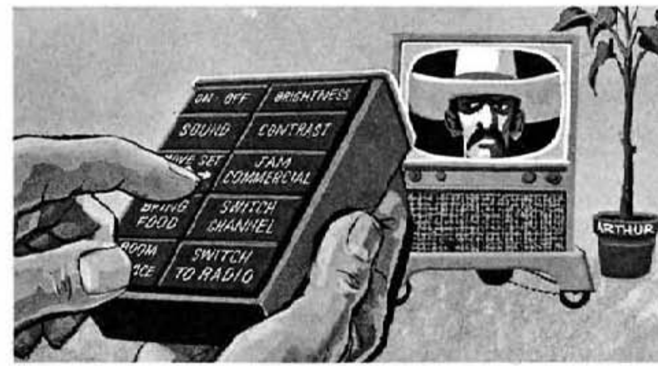
SIMPLE REMOTE CONTROL

This type of Remote Control is complicated to repair, and should only be serviced by your local TV Repair Shop.



DE LUXE REMOTE CONTROL

This type of Remote Control is even more complicated to repair, and should only be serviced by the Factory.



SUPER DE LUXE REMOTE CONTROL

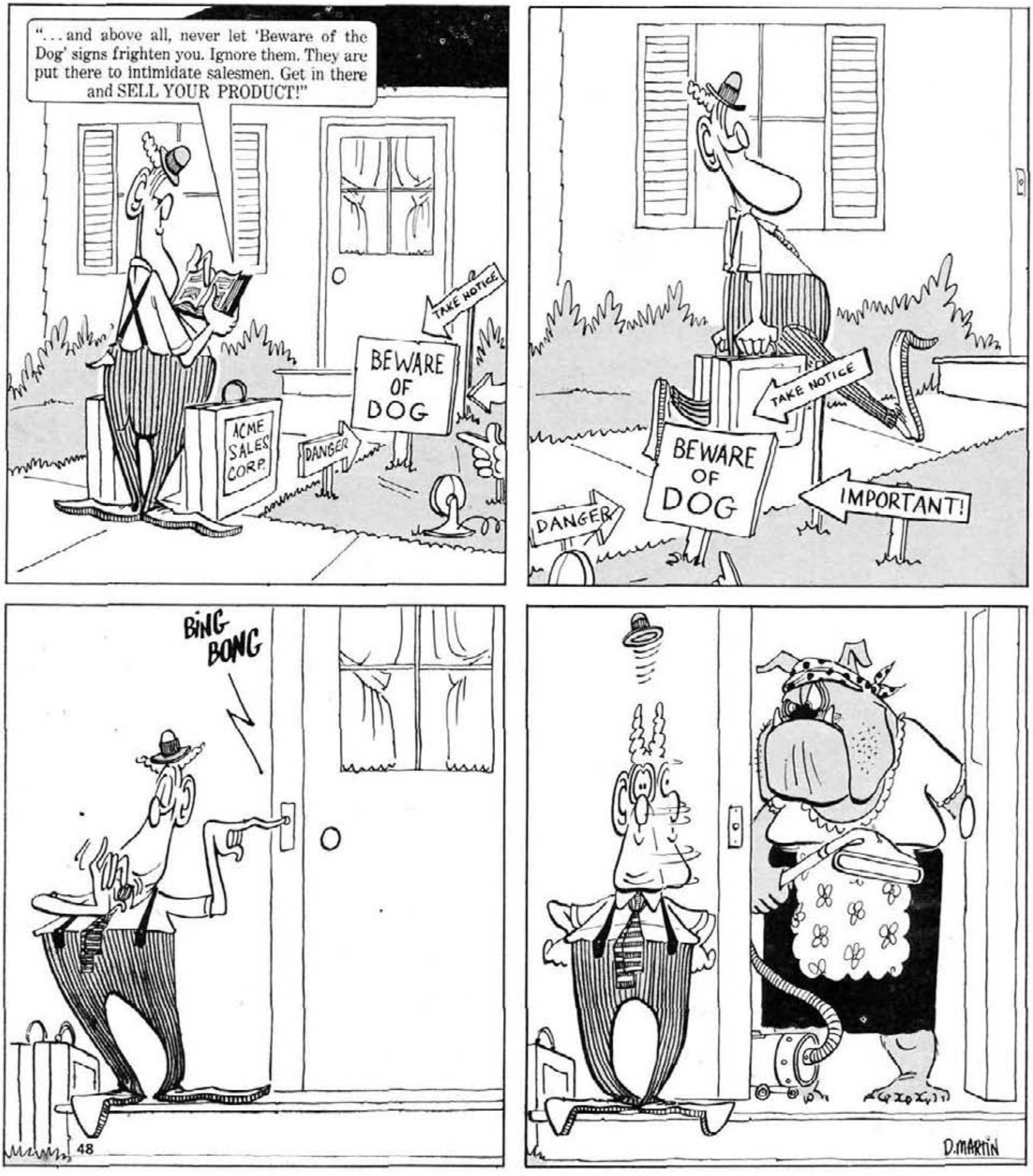
This type of Remote Control is very simple, and will quickly eliminate any further need for TV repairs whatsoever.



***"Feed A Colt And Starve A Fever—Or Is It The Other Way Around?"—Society of Farm Veterinarians

Another career Don Martin tried for a short time — mainly until he ran into someone who had a bone to pick with him—was working as...

THE SALESMAN



REAL ADVERTISEMENT

HAVE A "MAD" PARTY!
TERRIFIC MUSIC YOU CAN DANCE TO!
IDIOTIC LYRICS YOU CAN LAUGH AT!

GET
MAD'S
DANCEABLE
SINGABLE
LAUGHABLE
GREAT NEW
HIT
(WE HOPE!)

L.P.

12 NEWIES
BUT
KOOKIES
INCLUDING...



"Blind Date" (Yaaaaahhhh!)
"Please, Betty Jane" (Shave your legs!)
"When My Pimples Turned to Dimples"
"She Got A Nose Job"
"Let's Do The Pretzel"
"I Found Her Telephone Number Written On The Boys' Bathroom Wall!"
"Agnes" The Teenage Russian Spy
"Throwing The High School Basketball Game"
"I Saw Someone Else's Dandruff On Your Shirt!"

MAD "TWISTS" ROCK 'N' ROLL

ON SALE NOW AT YOUR FAVORITE RECORD STORE

(IF IT ISN'T IN STOCK, ASK THE MAN TO ORDER IT! "BIG TOP" 12-1305)

Look For It! Listen To It! Laugh At It! Love It!



World's only dog food that regulates your doggy

(right in the bow-wow-el!)

No more interruptions: New Doggy Train fixes it so you can watch your favorite TV show in peace.

No more emergencies: New Doggy Train eliminates any sudden barking or scratching during the night!

Just add water...and your dog is ready to go for a walk in one minute—at your convenience, not his!

NEW DOGGY TRAIN *shows him who's boss!*

